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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE

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USSR REPORT

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

HIGH PRICES FOR FRUITS, VEGETABLES AT MOSCOW MARKETS

Moscow IZVESTIYA in Russian 11 Aug 85 p 2

[Article by V. Tolstov: "Costly Delight"]

[Text] In the last few days prices for new potatoes, fresh cucumbers and tomatoes have become a little cheaper at Moscow's markets. However, on the whole, fruit and vegetable prices remain rather high.

Counters of the capital city's markets have become noticeably fuller in August. At mid-week we visited several of them, including the most popular among Muscovites--Preobrazhenskiy, Tsentralniy and Cheremushkinskiy. There are more apples on sale, especially the white-ripening variety, and pears. Melons, grapes, peaches, sweet peppers and eggplant have appeared. There are a lot of mushrooms.

The warm weather of the first week of August has speeded up the ripening of vegetables in the Greater Moscow area. While the price for a kilogram of fresh cucumbers was R 1.50-R 2.00 only 10 days ago, small pickling cucumbers are being sold for R 0.60 at Preobrazhenskiy Market, for example.

Preobrazhenskiy Market is known for having the best selection of goods and consequently prices which are not too high. The transporting of large amounts of fruits and vegetables from the Ukraine, especially from around Melitopol, has ostensibly had something to do with that. While pears and peaches from Uzbekistan cost 4-6 rubles per kilogram, those from the Ukraine cost 2 rubles, less frequently 3 rubles. For comparison it can be noted that prices for these same fruits at Tsentralniy Market, demonstrably Moscow's most expensive, go as high as R 6-7, and more than R 10 per kilogram for peaches.

Tsentralniy market is generally a big loser in price comparisons for the majority of produce items. On average, prices are 25-30 percent higher than at many of Moscow's markets. And for some goods the differential is 100 percent or more.

Calculate for yourself: I'll give you Preobrazhenskiy's prices for produce per kilogram first, then Tsentralniy's. New potatoes: 40-70 kopecks;

60-80 kopecks. Tomatoes: R 1.50-2.00; R 3-4. Onions: R 1.50; R 3.00. Vegetable marrow: R 1.00; R 2.00. White-ripening apples: R 1.50-2.00; R 3-5. Cauliflower: R 2-2.50; R 2-3. Watermelons: R 1.00; R 1.50-2.00. Melons: R 3.00; R 4-5. Eggplant: R 3.00; R 5.00.

Purchasing such items from the market, when the summertime harvest's bounty is delivered in abundance from the orchards and fields, is a delight for any homemaker. However, it still remains a costly delight.

Everyone knows that market prices are very sensitive to the assortment and quality of goods available in state stores and cooperatives. And it must be recognized that the vegetable trade is not now as competitive as it should be with market vegetables, either in terms of quality or variety. In the Tsentralniy Market hall, vegetable store number 17 has its stand. Here is what I saw there: long cucumbers, for which there had long since been no demand, at 30 kopecks per kilogram; new potatoes, rather small ones, at 79 kopecks for a three-kilogram bag; carrots at 10 kopecks; garlic at R 2.00. There was also a pile of yellow beets, and parsley and lemons which were already apparently not entirely edible. I won't hazard a guess how much these cost since the prices were not marked.

At Tsentralniy Market there is also a co-op stand. However, at the height of fruit and vegetable season they sell predominantly canned goods. And finally, the only line in the market was at the counter of store number 17. With such a careless approach to the job on the part of the state and co-op trade, it is no wonder that the merchants set such prices.

The management of Rospotrebsoyuz (Chairman V. Ermakov) should pay more attention to the work of its trade network in Moscow. I went around to several bigger cooperative stores. These had practically no vegetables and fruits on sale. In the "Olen" store there was only vegetable marrow and brown tomatoes on the shelves; in "Nature's Gifts" there were small apples and garlic. In "Summer's Story" there was nothing but canned goods. And this was during harvest season, when market stands are bursting with produce...

The co-op trade supplier, who also has a private plot or orchard, has his produce on sale at a market stand. If you go to his home and offer him attractive conditions of sale, he will sooner deliver his produce to the state purveyor wholesale than bother with the long trip to the Moscow market. However, the consumer co-op purveyor does a poor job locating his supplier. And if he does locate the owner of an orchard or melon plantation he often tries to cheat him on weight and shortchange him on price. Talk to the merchants at the market, and they will tell you why they have lost confidence in the consumer co-op and are trying themselves to make it in the market. Transporting and storing goods is not cheap for them either. And this is also a factor which influences market-stand prices and in the last analysis the household budget of Muscovites.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

NEW DEVELOPMENTS IN SOVIET SHOE INDUSTRY EXAMINED

Moscow KOMMERCHESKIY VESTNIK in Russian No 17, Sep 85 pp 8-9, 11

[Article by N. Markova and S. Shcherbatov, correspondents of KOMMERCHESKIY VESTNIK from Moscow: "On the Boundaries of the Shoe Industry"]

[Text] It often happens that in choosing footwear in a store, we complain of its quality, the lack of choice and blame the production workers. We would not dispute that these claims are always valid. The old principle remains in force that the customer is always right.

Certainly there are scores of large enterprises which produce good and attractive footwear that is always in demand. These include many factories in Belorussia and the Ukraine and the Masisa Collective in Armenia is famous for its stylish models. But the indisputable flagship of the sector is justly considered the associations and enterprises which are around Moscow. They provide the market with around 45 million pairs of footwear. But this is just the question of volumes. "Of course, the quantitative indicators are very important for trade," related the director of Mosobuvorg [Moscow Footwear Trade Administration], a major holder of stocks, N. Andreyeva. "But the times of the footwear gross are now generally over. The enterprises in the Moscow region, having realized this, have noticeably reorganized their work in the necessary direction. This applies to such a major association as Zarya (25 million pairs). Its goods have long won popularity with the customers. Operating on a high level are the Burevestnik and Vostok PO [production association] and such small production lines as the Kuba Experimental Women's Footwear Mill which produces outstanding products for the market but, unfortunately, 'with small forces.' Its annual volume is a little more than 200,000 pairs."

One might wish that the Moscow footwear makers would be more specific in their models, maneuver the small runs and improve the comfort of wearing the products. And this means lasts and more flexible uppers and bottoms.

Many problems will be solved in the near future. As is known, in 1986, a new building at Zarya will be put into operation for producing 3 million pairs of footwear. The Yegoryevsk factory is being reequipped. A factory is being built to produce 30 million sets of pieces of footwear bottoms. Thus,

reconstruction of the industry on a basis of scientific and technical progress has already started.

The Routes of Burevestnik

Having become acquainted with the general state of affairs in footwear production, we decided to visit one of the Moscow enterprises and take a look how the problems confronting the sector are actually being resolved. Zarya is a well-known firm and the journal has described its operations more than once. For this reason, we decided to take a look at Burevestnik which for a number of years has not stood out in its accomplishments but over the last 2 or 3 years has begun to win more and more renown both in trade and among the customers themselves. This association supplies the market with 11.5 million pairs of footwear valued at 218 million rubles.

We began our acquaintance with the products of Burevestnik at the stores where products are assessed, as they say, by the ruble.... We visited three trade enterprises located in the busiest parts of the city. We inspected the bases and shelves and "strength tested" not only the footwear but also the patience of the sales personnel. Then we spoke with the leaders of the stores. They feel that nearly every pair of footwear counts. Generally it is not the people who randomly shower compliments on the production workers. Their appraisal is the sales.

The director of the Men's Footwear Store No 5 (Chernyshevskiy Street) said: "Many Burevestnik models can compete equally with imported products. Suffice it to say that we do not fear sales when we receive a good from the association even at the end of the month as we know that we will fulfill the plan. We would like to receive more such footwear."

The deputy director of Store No 30 (Smolensk Square): "We could sell 5-fold more Burevestnik goods than we receive and not fear for the plan, even without having imports. In addition to the high-fashion footwear at 30-40 rubles which is in constant demand, there are good year-round sales for shoes from velveteen on a microporous backing at 5-8 rubles. We would like it if they resumed turning out other saleable leather footwear on microporous rubber (8-16 rubles). Many need this."

The store director (at Sretenka): "Being a popular firm store of the Zarya PO, we also sell Burevestnik footwear which is popular with our customers. Otherwise the store would not take it...." Short and sweet.

Moreover, let us add that the Burevestnik products were highly praised at the Interrepublic Wholesale Fair for Footwear Sales last year. Burevestnik also was among the four associations to receive an evaluation of "excellent" and a prize for the submitted footwear. And several hundred of the nation's enterprises participated in this major trade event.

Having visited the shops of Burevestnik, we understood that the enterprise is endeavoring as quickly as possible to convert to turning out products which have a high demand. Recently sports footwear has become popular. And Burevestnik immediately organized its production. At present, 1,200 pairs of

running shoes come off the conveyor daily. It was among the first associations to begin turning out "moon boots" or after-ski footwear. They make more than 100,000 pairs a year regardless of the fact that this item is rather labor intensive. The upper of the "moon boots" is made from a waterproof material backed with "samoa" fur while the sole is cast. Although the work using modern materials requires the appropriate equipment and the development of new production methods, all of this is paid back a hundred-fold.

Equally popular are the men's boots of the "rodeo" type with a polyurethane sole. These are produced under subcontracting arrangements with Indian footwear manufacturers who stitch the footwear uppers with attractive patterns. A new item which is to the liking of the youth is the boots from artificial leather combined with "clarino" material (a suede substitute). Mocassins made from natural suede and leather sell out instantaneously.

But along with high-fashion footwear, there is also a great demand for the simple. This is taken into account at Burevestnik. For example, they have organized the production of a shoe made from velveteen on a porous rubber. These can be worn not only on the street but also used as spare footwear for school children as the price is low, some 4 rubles. There is a great demand for the several models of children's sandals: from a three-layered fabric with a colored pattern, a colored chrome leather or velveteen. The new manufacturing methods have not only reduced labor intensiveness but also provided a savings in materials.

At Burevestnik they give special importance to introducing resource-saving methods. For example, instead of lining fabric they decided to use nonwoven materials with thermospraying. As a result, the footwear became more form-retaining and natural textiles were also saved. In addition, they began manufacturing slippers which do not require a lining. These models are less labor-consuming, elegant and, most importantly, in fashion. The price is about 20 rubles. The customers immediately realized the merits of the item. For this reason enterprise specialists have decided to increase the output of the slippers.

Concern for Tomorrow

Why have we described this in such detail? The reason is that when it is a question of footwear, one must day-by-day follow the developing market conditions and respond flexibly to changes in demand. This is why in 1986 the association will replace almost 80 percent of its product assortment and will offer the customers more than 420 types of new footwear.

They will begin turning out a whole series of fashionable and high-fashion styles of street shoes with laces, snaps, "zipper" fastenings and "stickers" [velcro]. A whole range of footwear from chrome leather will appear combined with synthetic materials. Here there will be attractive boots from artificial velveteen backed with "samoa" fur. The "moon boots" will become even more modern. For youth they have prepared "training" low shoes from natural leather, running shoes on porous rubber will appear along with many other interesting models.

We have already mentioned that the production of modern, popular footwear is impossible without the availability of modern machines. Let us take a look how this appears on the level of specific production at Burevestnik. Association specialists have related with sadness that the shops lack a whole series of essential mechanisms and attachments. And those which are available, for example, semiautomatic fastening machines lag in productivity and quality behind the foreign analogues. There is not enough casting units and without these it is impossible to make running shoes and many types of everyday footwear. The mechanization level in basic production reaches 60 percent, but in auxiliary is only approaching 30 percent. All of this reflects not only on product quality but also on the possibility of employing a whole series of processes essential for manufacturing the modern types of footwear. It also leads to personnel turnover and other undesirable phenomena. In this regard serious complaints can be lodged against the machine builders.

The footwear manufacturers also are suffering from a shortage of essential materials and raw products. At Burevestnik we were shown excellent men's shoes with an upper from black artificial suede costing 29 rubles 20 kopecks. For a number of months the trade orders for them have been unlimited. But the black material ran out and instead they were given a domestically produced chamois of grey-brown tones, unattractive, easily soiled although suitable for manufacture. Demand for the shoes immediately declined. It turned out that the chemists could not produce a black color....

A large portion of the footwear at Burevestnik, like the other enterprises, is made on a polyurethane sole. Such items have become popular with the customers, without mentioning that their production conforms completely to the present level of the footwear industry's development. However, the soles must be imported. Our chemical workers for more than 5 years now have been unable to develop the polyethylene compositions, the methods of dyeing the raw material and things are still in the experimental stage.

Links of a Single Chain

Having become acquainted with production at Burevestnik and having spoken with the specialists, we met with the association's general director V. Matyushin who came here 2 years ago from Zarya where he was the chief engineer at the enterprise. "Undoubtedly, technical and raw material support are questions of prime importance," he related. "This is why, in dynamically modernizing the footwear assortment which meets the needs of the population and trade, we are carrying out a technical reequipping of both head production as well as our factories in Vladimir, Zaraysk and Mstera. Here we are hopeful that the machine builders, chemical workers and other related producers will be up to the demands of today. This is our common duty.

"But the association itself has significant unused possibilities and reserves. Here the main thing is to increase planning and production discipline, labor discipline, and have precise organization of production and management. Certainly the technical and social questions are links in a common chain. Do you know how many operations occur here on each item before it reaches the store's shelves? Around 200! And there is a person behind each of these.

And it turns out that one negligent person can spoil the work of hundreds of others....

"We must not forget that the very concept of 'production efficiency' is completely inadequate to the effectiveness of equipment however modern it might be. These are primarily people and then the machines which they operate. And these relationships are based not so much upon administrative standards as they are moral ones.

"This does not require special proof. But it is sometimes said that in trade much unsaleable footwear has piled up, the level of damaged articles is high and there is no choice. As a rule, this means that the designers have not thought something out, the production workers have worked poorly and the leaders have not fulfilled their purpose. As a result a scarcity is formed with a surplus.... This is why in first place in the association's work we have put the questions of moral indoctrination and the strengthening of discipline.

"Let me take up a more particular question. The output of modern and hence fashionable footwear is one of the main conditions for the fruitful and economically effective operation of our association. But each such innovation, before reaching trade, travels a long distance: development, the creation of a prototype, the approval by several artistic councils, Gostandart [State Committee for Standards] and other levels. In addition to this one must add the complicated procedure for approving prices.

"For accelerating the introduction of new items something has now been done. The enterprise's have been given the right to produce individual types of products at contract prices. Our experience with trade has shown that this system has proven effective. But it extends only to a small portion of the items and in setting the prices for the basic mass of developments as before we must surmount numerous barriers and this takes significant time. As a result, certain models are out of fashion."

Having studied the state of affairs both on the level of the Moscow production region and at one of its largest associations, Burevestnik, we were convinced that the leaders of all the subdivisions and the enterprise collectives have already begun to reorganize production for increasing the output of good footwear, for broadening its assortment and for raising labor productivity. How successful this work will be will be seen from the results of the Interrepublic Wholesale Fair and from the sales data in trade by months, quarters and the year. But this is just one aspect of the question. In order to understand why the footwear market is under a certain stress, let us endeavor to get to the heart of the question.

Causes and Consequences

Many people remember that there was a time, and not so far back, in the 1950's, when in our "average statistical family" the children, as a rule, had two pairs of footwear (shoes, sandals or sports shoes), the men also had two and the women three. Virtually everyone wore galoshes which not only protected the footwear during bad weather but also saved the feet from cold

and moisture. If one adds to this that things were carefully cared for, then they lasted for more than a year. Such a wardrobe was to the liking of people not because of the paucity or absence of footwear in the stores but rather because of the intuitive notion of rational consumption standards. To put it simply, they acted thus in being guided by common sense.

But common sense, like the aesthetic views of people about footwear are historical, social concepts. For this reason, when the 1960's arrived, regardless of the significant increase in footwear output, it was no longer sufficient. The assortment of items began to be filled out not only from traditional items but also models previously not produced by our industry.

Now each woman has (or tries to have) at least two pairs of boots: winter and mid-season. Style for this footwear changes almost every year with long tops at one moment and shortened or very short ones next. There were "Wellingtons" and even "stockings." Again, with zippers and without. The sole could be with a wedge-heel, a wedge or platform. It would be hard to even list the styles of heels. It was essential to have shoes, sandals, heel-strap sandals and sabots.... And again there was color, heel and finishings.

Men lagged behind women in quantity by perhaps just one pair, having classic oxfords, mocassins, running shoes, sabots, boots, heel-strap sandals and sandalettes.

The youth, particularly its male half, as a rule, were not particularly concerned about number but they did want to wear footwear, as they put it, "neat" and certainly running shoes. Incidentally, everyone wanted running shoes. Even our grandmothers and grandfathers visiting health resorts. But running shoes are a separate question....

Thus, the demand is there and how can it be met? The enterprises of the USSR Ministry of Light Industry during the current year will turn out 729.4 million pairs of footwear. This is 25 million pairs more than last year. This is a sound increase, however, if one considers that over the 4 years of the five-year plan, the sector failed to provide 125 million pairs and in terms of the production volume the orders of the trade organizations were filled by only 72 percent, then the conclusions are all too apparent....

Of course, the shortage is covered to a certain degree from other sources. For example, the RSFSR Ministry of Domestic Services for the Population manufactures more than 10 million pairs of footwear a year. One might also mention the consumer goods producers of the Ukraine, Armenia and other republics for whom the production volumes are also significant. There are also rather large footwear enterprises in local industry. Thus, the Bendery Floare Factory provides trade with around 5 million pairs of fabric footwear which is in unlimited demand, and also includes running shoes. Moreover, we receive products from the socialist and other countries.

Generally, if everything is added in, then the quantities of such footwear should be more than sufficient, considering even the constantly growing needs of the public. But, unfortunately, in the stores there are many goods which people will not buy as they do not like the quality, the model, color or size.

Hence, the inventories of unsaleable items at the warehouses of the stores, the depots and the enterprises themselves. Such a phenomenon now is called a "shortage with a surplus."

The footwear manufacturers in recent years have done a good deal to broaden the assortment and increase the production volume of the products, while improving the styling and the quality. But here the situation is still far from satisfactory. Undoubtedly, a great deal depends upon the effective work of the enterprises themselves and upon the observance of discipline and organization. But the production of modern footwear also requires modern machines, equipment, modern types of raw products and furnishings and progressive production methods. And in all of this the footwear industry is experiencing an acute shortage. Just one fact: only 50 percent of the factories are equipped with machines meeting world standards. All the other equipment is simply worn out or obsolete.

The Politburo of the CPSU Central Committee at a session in February of the current year, having thoroughly analyzed the state of affairs in the footwear industry, approved measures to increase the output of superior quality products and broaden the assortment of footwear in 1986-1990. Here there are plans to reconstruct, technically reequip and build 123 plants and factories for the sector.

Regardless of the fact that this program is designed for 5 years, the leaders of the footwear industry even now are solving difficult problems: what equipment and materials are expected by them in the near future and will they meet the needs of the day? From the situation with which we became acquainted, having visited a number of footwear industry enterprises and from talks with specialists we can conclude that the Ministry of Machine Building for Light and Food Industry and Household Appliances, the Ministry of Chemical Industry, the Ministry of Machine Tool and Tool Building Industry, the Ministry of Petroleum Industry, the Ministry of Chemical and Petroleum Machine Building and other associated sectors must provide immediate aid to the sector in the technical reequipping of production.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

REFRIGERATORS PILE UP IN ESTONIAN REPAIR SHOP

Tallinn SOVETSKAYA ESTONIYA in Russian 22 Aug 85 p 2

/Article by A. Arumyagi, foreman of the section for restoration and repair of refrigeration units, shop No 2, Yukhendus PO: "A Refrigerator Without Cold"/

/Text/ Foreman Criticizes Poor Planning

The Polyus refrigerator has gone out of order. I'm asking for help: it's summer right now, you know...phone call after phone call and the dispatcher only has enough time to enter the orders in the journal. Then they're transferred to shop number 2 of the Yukhendus PO /Production Association/ and if a unit has gone out of commission, then our section's fitters and electricians are faced with a bit of work.

Sixteen highly skilled workers. Each of them attends to an average of 15 calls in a day and restores 2,500 units a year. The load is great, but it is within the section's powers. They could increase labor productivity. There is a need for this, by the way: around 500 units a year still need repair, but they are not restored on time, and sit for days and months at the shop warehouse. What is the matter? The matter could be in things which, at first glance, are insignificant. For us, these are problems whose solutions drag out for years. It is worth going through the entire technological chain of repair in order to be convinced of this.

So, the first stage is finding the defect. Here the location of a freon leak is determined. The unit is lowered into a bath of warm water and if signs of a gas leak aren't observed over a 15-minute period, that unit is considered hermetic. But experienced foremen know this check is insufficient and there are microleaks which can be detected only with the help of nitrogen under increased pressure. The first problem arises here: there is no nitrogen in the shop. Usually, they look for it at Tallinn's large enterprises and ask them to sell another tank. Not much is needed--600 kg a year--but there isn't any. And while you look around elsewhere, time passes, the foremen are nervous, the units gradually fill up all the free space at the shop and the dispatcher calms the clients down time and again....

The second stage is disassembling the unit. This is carried out with the help of a gas-welding unit. There is one such unit at the shop, but two are needed.

After all, the repaired unit must be assembled. But the electrician who completes the restoration must find a moment when the unit is not being used for disassembly. Moreover, this work rhythm is disrupted and time is lost again. We have submitted orders for an apparatus more than once and have spoken at production meetings about the need to purchase it. But by now we have stopped presenting claims. It doesn't matter; it's to no purpose....

However, the loss of minutes and hours does not end at this stage. It is necessary to replace a motor compressor. There are about 100 of them at the warehouse, but they've been sitting several months already as dead weight because they came in without starting relays. And 25 units have been waiting for repair since the beginning of the year. It's not difficult to imagine how many rebukes our dispatchers have heard during this time.

And here is one more technological progress which, like the previous ones, is not managed without difficulties: the vacuumization of the units. The old vacuum pumps are worked out; new ones aren't coming in. Ten pumps are needed for normal uninterrupted work--two are available. They have tried on their own to repair the ones that have become unserviceable, but there are no grinding machines in the association's machine section. Is there an enterprise in the republic that can do major repair work on pumps? I don't know.

I especially want to say something about the instruments for checking the correspondence of the work performed with the requirements of Gosstandart /State Committee for Standards/ and the specifications. The testing stands must be reliable in work and, most importantly, up to date. I will explain: right now industry puts out about 150 makes of refrigerators. Not a year goes by without new modifications and the measurement testing stands--the assistants for the fitters and electricians--quickly become obsolete. Take the portable testing stand SKh-2. It was issued recently and is reliable at work, but already you don't use it while repairing new refrigerators. It was designed to measure temperature in a freezer only down to minus 20 degrees and no lower.

There are also three automatic testing stands in the section, each of which is intended for work in three modes. But two work only in a vacuumization mode and the third we generally don't use. The instruments are complicated and capricious; the least trouble and they're out of service for a long time. A testing stand here worth several thousand rubles performs the function of a vacuum pump, the price of which is many times less. There's something here to think about.

...The foreman is given the clients' addresses. The car sets off along the route and the dispatcher receives new orders. The fitter who has just left can comfortably service the new calls along the way, but the dispatcher cannot let him know the address: all eight of the section's cars do not have radio communication. And this is yet one more example of the low level of the technical equipping of consumer services.

Consumer Services Official Comments

The editorial staff has asked Deputy Director of the Planning and Technological Institute of the EsSSR Ministry of Consumer Services Yu. Sillaste to comment on the material prepared for press.

The problems which A. Arumyagi, foreman of the Yukhendus association, speaks about have actually long since demanded solutions. In my opinion, the most important problem is the equipment, technology and instruments for consumer services. There are many machinebuilding enterprises of various departments in the country and, at the same time, there is not one which specializes in putting out equipment for consumer services. There is the opinion that this is not necessary. Let the sewing industry workers use equipment intended for light industry enterprises; the same thing for boot and shoe operatives. But this equipment is intended for large-scale modern production and the output of large series production. And that is why it is difficult to use in the work conditions of consumer services workers. We need other equipment. It is necessary here to take into consideration the shop area and the small number of workers. This equipment must be easy to readjust, multifunctional and easy to move: it goes with the foreman on a call to a client's place. But for now, unfortunately, the consumer services workers must be satisfied with the leftovers of equipment intended for light industry. The Ministry of Consumer Services has done something along this line: for example, experimental plants similar to Estonia's Teras have been developed, but these are small-capacity enterprises and cannot provide the consumer services sector with everything necessary, even in a single republic. So the problem raised in A. Arumyagi's statement is not just locally significant. That is why the republic's Ministry of Consumer Services and the EsSSR Gosplan and Gosstab should, apparently, apply to the competent organs with a proposal about forming a system of specialized production units.

A part of the problems must be resolved on the spot. The technical services of the Yukhendus association should generalize the experience of the best workers and rationalizers (I'm sure there are many of them here). Many have their own devices and instruments which facilitate labor and improve the quality of repair. Much of this can be ordered at the republic's enterprises.

Concerning the use of complicated automated equipment, additional training should evidently be considered here for the fitters who use the equipment in their work.

The regular material and technical supplying of Yukherdus, as well as other consumer services enterprises, depends primarily on supply departments. It is especially necessary here to show initiative, enterprise and independence. The conditions of the experiment which consumer services workers are working in presuppose the presence of these qualities.

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CSO: 1827/3

HOUSING AND PERSONAL SERVICES

USSR DEPUTY MINISTER OF RURAL CONSTRUCTION ON HOUSING

Moscow SELSKOYE STROITELSTVO in Russian. No 8, Aug 85 pp 1-2

[Article by N. Svistunov, USSR deputy minister of rural construction: "Upcoming Tasks of Rural Construction Workers"]

[Text] The decree of the CPSU Central Committee and USSR Council of Ministers entitled "Measures for Further Improvement of the Housing, Municipal-Domestic, and Sociocultural Conditions of the Rural Population" has become a concrete guide to action and a foundation for all our work to greet the 27th CPSU Congress in a worthy manner.

With the help of party and Soviet organs in the local areas, the USSR Ministry of Rural Construction and the Union republic ministries of rural construction are carrying out a broad program to enlarge the volume of housing and social-cultural-domestic construction in the countryside, industrialize it, raise quality, lower cost, and introduce progressive methods of work organization.

In the past 10 years the ministry has built a strong base for fully prefabricated building construction; 95 enterprises produce articles for this. Their capacities are sufficient to put buildings with a total area of 3.5 million square meters into use each year.

In the 11th Five-Year Plan the USSR Ministry of Rural Construction will turn over about 32 million square meters of housing space for use, 20 percent more than in the 10th Five-Year Plan. Each year it provides well-appointed contemporary housing for about 100,000 families of rural working people.

The ministry system has accumulated some experience in this area in recent years. Examples of this can be seen in the new communities of Pushkinskiy in Saratov Oblast, Ilinskoye in Krasnoyarsk Kray, Mozhayskoye in Vologda Oblast, Bolshiye Eysmonty in Belorussia, Aregala in Lithuania, and many others. In 1984 alone about 1.3 million square meters of such buildings were built. And it must be remembered here that at the start of the five-year plan we essentially did not build "usadba" [residence with outbuildings and yard] type housing.

In order to enlarge capacities for industrial building construction in the USSR Ministry of Rural Construction in a planned manner, we have worked out a plan for the development and location of contracting organizations and their production base until 1990 and for the period until the year 2000.

For this purpose it is contemplated that in the 12th Five-Year Plan additional large-panel and large-module home-building capacities of about 3 million square meters a year will be introduced. Plans envision receiving about 1 million square meters of housing a year mainly through reconstruction and technical re-equipping of existing enterprises. This work is already underway. For example, the Molodechno Reinforced Concrete Articles Plant in Belorussia, without stopping production work, set up the manufacture of sets of parts to build 400 "usadba" type homes a year. Similar work is being done at the Dzhizak Reinforced Concrete Articles Plant in Uzbekistan, in the community of Kamenka in Penza Oblasts, at the Kostroma Auxiliary Enterprise Combine, and elsewhere.

The party today is setting an important task for rural construction workers -- lower the specific cost of modular housing being built in the countryside and reduce the cost of building a peasant "usadba."

It is apparent today that this cannot be accomplished by cutting back on the engineering construction for rural homes or by sharply reducing living space. We see the primary ways to reduce cost as improving architectural and planning concepts and more extensive use of inexpensive local building materials for supporting structures and dividers. A great deal of attention is now being given to developing the production of efficient new design elements and materials. Annual production of design elements made of "arbolit" is to be increased. During the 12th Five-Year Plan plans envision building plants to produce cement-chip and gypsum-chip board, porous aggregates, gypsum-concrete wall materials, efficient gypsum divider elements (including with ridge and groove design), and other materials and articles. And fairly widespread work is already under way to carry out this program.

One of the main reserves for lowering the cost of "usadba" construction is improving space-planning and design ideas for the house itself and for the outbuildings and yard structures. All participants in rural construction have been doing a great deal of work in this area since 1983. It is based on joint programs of the USSR Ministry of Rural Construction, Gosgrazhdanstroy [State Committee for Civilian Construction], and the USSR Ministry of Agriculture, including programs to reduce estimated cost, lower materials- and labor-intensiveness, improve factory technology for home-building, broaden the use of cast in situ keramzit concrete construction, and others.

I want to mention the program being carried out by our scientific research, planning, and other organizations in cooperation with Gosgrazhdanstroy, the republic Gosstroy, and the Ministry of Agriculture.

In 1983-1984 the TsNIIEPgrazhdanstroy [possibly Central Scientific Research and Economic Planning Institute for Civilian Construction in Rural Areas] and the RSFSR Gosstroy Design Bureau for Reinforced Concrete, basing themselves on development work by TsNIIEPsel'stroy [possibly Central Scientific Research and Economic Planning Institute of Rural Construction], modified the primary standard designs used among us, series 17, 25, and 135.

These designs envision economical types of foundations (shallow, pressed-in modules, pyramidal piles, and others), industrially-produced roofs and dividing elements, progressive types of panel materials (DVP, DSP, TsCP, gypsum-cardboard, and the like). A standardization of elements was carried out for wooden home-building (series 200), glued beams were envisioned instead of whole-lumber ones, and much more. All of these steps will make it possible to reduce materials- and labor intensiveness and, ultimately, the cost of construction.

Special attention is being devoted to design ideas for the walls of low [few-floors] buildings. Scientific research and design projects in this area aim at reducing consumption of cement and metal in them, reducing weight by using efficient insulators (polystyrol foam, mineral wool, and others), porous aggregates, arbolit, aerated concrete, gypsum, perlite, and cementing substances based on them. We have capacities to aerate polystyrol and are expanding them, which gives us a basis in many regions to switch to production of triple-layer panels; they improve the quality of construction significantly. Heat loss is reduced and fuel and energy are conserved.

The production of efficient small modules is being introduced broadly, above all in places where there is severe scarcity of wall materials. At the present time our trusts are being equipped with domestic and imported equipment.

Construction of low buildings by the cast in situ method is a special line of development that is now being recognized in the local areas. Experience has shown that cast in situ buildings are 15-28 percent cheaper than brick, large-module, and large-panel buildings. Consumption of metal is cut by 60 percent, and cement by 30 percent. Compared to an "usadba" type building made of large modules and panels 7.5 tons of cement, 1.67 tons of metal, and 2.3 cubic meters of lumber are saved by building a cast in situ building. In 1984 prices a three-room building made of keramzit concrete costs 12,250 rubles; this is 2,300 rubles less than a brick building.

Cast in situ home building has become widespread at the Belorussian SSR Ministry of Rural Construction, in the Mordovian and Tatar ASSR's, in Orel, Vladimir, and Sverdlovsk oblasts of the RSFSR, in the Ukraine and Lithuania, and in many other regions of the country.

This construction technique has been widely developed in organizations of the USSR Ministry of Rural Construction because of its high efficiency. Suffice it to say that the volume of construction of cast in situ building increased six times in 1984 over 1983, and it is planned to increase it five times in 1985. And we will continue to develop this technique intensively in the future.

We see a substantial reserve for increasing the volume of housing construction and reducing its cost in straightening out the management of rural construction and improving the organization of the system of wages and labor stimulation. One of these forms is rural construction and home-building combines which combine the manufacture of sets of design elements and the actual construction into a single technological process. Those of them that have been switched to a unified construction balance are especially efficient. This form of work orients the combine to the final result -- delivering the project on a "turnkey"

basis -- and makes it possible to raise labor productivity, reduce construction time, improve the quality of the buildings, and lower their cost.

Our system today has 59 operating rural construction combines which insure the introduction of more than 1.5 million square meters of fully prefabricated buildings a year; plans envision increasing their number to 138 by 1990. Up to 50 percent of the housing built by the USSR Ministry of Rural Construction will be done by them.

One of the serious problems is correct planning of the construction of residential buildings in the countryside to avoid excessive scattering of combine personnel and to insure full loading of their capacities. Unfortunately, cases of careless planning are met very frequently and occur in practically all republics and in many oblasts of Russia. For example, the large-panel home-building plant in the community of Massaly (Azerbaijan SSR), which was launched in 1982 and has a capacity of 58,000 square meters a year, has orders in 1985 for just 12,000 square meters. The Kalinin Rural Home-Building Combine for wood construction is no more than 27 percent loaded. The rural home-building combine in the community of Yubileyny in Tashkent Oblast uses just 36 percent of its capacities, and so on. Expenditures for construction of buildings at such enterprises exceed the normative prime cost by two-fold and more.

The cost of housing depends greatly on concentration of construction. If at least 10-15 single-apartment buildings are built in one rural populated point, then a square meter of housing space will be within the norm.

In conformity with the decree of the CPSU Central Committee and USSR Council of Ministers entitled "Improving the Planning, Organization, and Management of Capital Construction," the Belorussian Ministry of Rural Construction is conducting an experiment with construction and "turnkey" delivery of projects, including residential buildings, in the countryside. Within our ministry an order has been given to switch the Yaroslavl, Engels, Priokskiy, Vyazemskiy, and Primorskiy rural construction combines of the RSFSR Ministry of Rural Construction to experimental work based on stable prices. We call it the "Yaroslavl experiment." Its essential features are that stable prices for a building are set for the five-year period and an opportunity is provided, on the basis of existing or new development work, to refine design concepts, substitute materials without changing the technical-economic indicators of the building, and receive a savings from reducing costs.

The resulting savings is distributed among the contractor, client, and design organization in the ratio of 50:15:20, with 15 percent payments to the state budget. This money can be directed to construction of the organization's own housing or to formation of incentive funds.

It is essential for the client's service organizations, design organizations, and financial organs not only to give all possible support and help, but also to become actively involved in this work. The experiment can and must be an important phase in lowering the cost of "usadba" type buildings.

The question of additional steps to make the individual home in the countryside "cheaper" was the subject of discussion at a joint meeting of the boards of

directors of Gosgrazhdanstroy, the USSR Ministry of Rural Construction, and the USSR Ministry of Agriculture and at a meeting held by the USSR Ministry of Rural Construction at the Exhibition of the Achievements of the USSR National Economy.

It is our duty, relying on all that is best in contemporary science and practice, to successfully fulfill the tasks given to rural construction workers by the party and the government and to celebrate Construction Worker Day with new labor accomplishments.

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HOUSING AND PERSONAL SERVICES

CHANGES IN NON-PRODUCTION SERVICES SPHERE OBSERVED

Moscow ARGUMENTY I FAKTY in Russian No 44, 8 Oct 85 p 2

[Article: "The Services Sphere: Present and Future"]

[Text] Our country has worked out and approved the Comprehensive Program for Developing the Production of Consumer Goods and the Service Spheres for 1986-2000. This will be a breakthrough in satisfying the growing demands of the workers.

We have asked Gosplan senior expert and candidate of economic sciences, A. Bokov, to discuss its nature and particulars.

Bourgeois propagandists love to disparage our shortcomings in the service area. Of course, they say nothing of the fact that in the USSR, unlike the capitalist countries, all types of services are available to every Soviet citizen. It is important to note that the services offered to the public are not only personal ones, such as clothing alteration, shoe repair and the repair of domestic appliances. The sphere of services is actually much broader. It also includes medical care and the services of sanatoria, rest homes and nursery schools, public transportation, communications, legal advice, utilities, and much more. As you know, some types of services are offered to the public free of charge. Others, such as transportation and utilities are subsidized. Specialists have calculated that for every ruble the public spends for paid services, the state spends 1 ruble 40 kopecks. A third group is wholly paid for by the public.

To the man of today, the paid so-called personal services have taken on an ever growing importance. And that is logical. The real income of the people has increased. The people's spiritual needs have grown. Man is trying to free himself from the daily cares on which we at times spend much time and effort.

We must not forget that there are objective reasons for the lag in the services sector in our country. The Soviet state, in order to withstand the encirclement of the capitalist world, had to solve more important problems, and to target its resources mainly to develop the material production sector.

Today the situation is different. Relying on its powerful economic potential, the state is devoting substantial funds to develop and improve services for the public. Much is being done to expand and strengthen the material-technical base

of the non-production sector, the efforts of which are mainly targetted toward services for the public.

What Do We Have Available?

About 27 percent of all persons employed in the national economy are now working in the non-production sphere, and nearly 33 percent of the country's main funds are concentrated here. Approximately one-fourth of all investments for the development of the national economy are directed here annually.

In the four years of the current five-year plan the volume of personal services offered to the public increased by 24.5 percent, including a 25 percent increase in rural areas. Such services as the repair of radios, television sets, household machines and appliances, vehicles, etc. developed at an especially rapid pace.

The demand of the Soviet people for housing and utility services, transportation and communications has been more fully satisfied.

More fully. But it is still far from what we would like it to be. Speaking at a meeting of the aktiv of the Leningrad party organization, M. S. Gorbachev stated, "In our country 75 percent, if not 80 percent, of personal expenditures are accounted for just by commodity turnover, but much less is spent for services, less than in several other countries."

What does this mean in practical terms? Lines at repair shops and service centers, delays in filling orders, and a large number of other daily problems.

The recently adopted Comprehensive Program to Develop the Production of Consumer Goods and the Services Sphere for 1986-2000 has also been aimed at solving these and several other problems that affect the level and quality of our life.

A New Approach to Old Problems

The implementation of this program will make it possible to meet the unsatisfied demand for paid services, and thereby to lessen the burden on retail trade turnover and to achieve a better balance in the public's income and expenditures. It is also intended to deal with the disparity in developing the network of paid services that exists between urban and rural areas, and to ensure the flexibility and general availability of various types of services.

A wholly new aspect of the Program is that it is the first time that our economic practice has set the task of including the whole array of paid services in the system of national economic planning. It is intended that five-year and annual plans will provide measures for increasing the volume of output of goods and the provision of services to fully meet the public's growing income. It is planned that in the current 12th Five-Year Plan the volume of paid services for the public will increase by a factor of 1.3-1.4.

Not just the enterprises on the local and republic level will be involved in solving the problem of developing services, but also those on the union level.

It has been proposed that all enterprises arrange for the provision of paid services to the public. For example, enterprises manufacturing domestic appliances, radios or television sets would open service centers to maintain and repair these items. Construction organizations would be involved in offering the public services for the repair and maintenance of apartments and dwellings, the manufacture and installation of garden sheds, etc.

The experience of builders in Leningrad and Saratov oblasts has already become widely known. Glavleningradstroy /Main Administration for the Housing, Civil Engineering and Industrial Construction of the Leningrad Gorispolkom/ and Saratovgesstroy /Saratov Electric Power Plant Construction Trust/, for an additional charge will finish apartments to the occupants' specifications. This saves construction materials, and the occupants move into an apartment that is decorated to their taste. You will agree that this is an advantage to the state and good for the public.

It has been proposed that by 1990 the volume of this work will reach 20-25 percent of the total floor space of new housing constructed with state investment capital.

The output of goods and services for the public will be based on the utilization of the achievements of scientific and technical progress, which will improve their quality and considerably expand their variety.

Life itself, and the public's constantly growing demand, generate ever newer requirements for services. The day is not far off when such services will be introduced as theater ticket ordering, information on the availability for sale of various types of goods and reserving them, intermediary services, etc. It is intended to introduce progressive forms of service for the convenience of the public: ordering at home and by telephone, setting up services at the work place, etc. Work will be continued to improve the working procedures of personal services enterprises, health facilities, utilities and other organizations in the services area.

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HOUSING AND PERSONAL SERVICES

PAPER'S INVESTIGATION REVEALS EXPANDED SHOPPING HOURS

Moscow IZVESTIYA in Russian 21 Jan 85 p 3

[Article by V. Tolstov: "How to Get to the Market." For related material see JPRS USSR REPORT: CONSUMER GOODS AND DOMESTIC TRADE, JPRS-UCG-85-007, of 16 April 1985 pp 31-35]

[Text] The working hours of markets and stores are inconvenient for many customers. This is indicated by the readers' responses to the article "The Doors are Closed" (No 39) and the results of a survey conducted by IZVESTIYA's Social-Service Problem Department.

Because the question: Who is for whom? -- Trade for customers or customers for trade -- has still not been completely solved, it is difficult for people working during the day to get to a delicatessen or market. As a reader, F. Masharova, writes from Orekho-Zuyevo, "One has to use cunning and to waste worktime running to the stores."

Of course, at present it is somewhat more convenient to go to the store in the daytime. First of all, there are smaller lines, not everyone can find a plausible excuse to leave work, discipline has been strengthened. Also, one can be sure that if goods in high demand arrive at a store, they are put on sale during the day, in the evening customers cannot find any. They only see half empty shelves. The look of the sales people reminds one of soccer players who, with the score at zero to zero are playing out the last minutes of the match in a cold rain.

However, it is also probable that one will not see this in the evening, because the doors will be locked.

I. Feldman, a reader from Moscow, writes, "Until this January, the grocery store on Beskudnikovskiy Boulevard, Building No 12, was open until 9 pm, now it is open only until 8 pm. Previously I was able to make a purchase after work, now I cannot. There was a time when this store was open until 10 pm, such is the trend."

Neither can one get to the market after work. Recently I saw this scene at the Central Market in Moscow. The man in charge of the market, dressed in a greasy blue robe walked confidently through the market and, in a stentorian voice, announced: "Stop trading! The market is closing." It was about 7 pm.

I can also recall a sales lady, who, because of a procedure she did not establish, does not have an interest in meeting the customers' needs or even in smiling. However, even at the market, where those behind the counters are courteous and have a material stimulus, the situation is the same: the working conditions do not give enough consideration to working people's interests.

This system, in which the working hours of institutions providing services to the public, coincide with the work time of enterprises in industry, transportation, communications and state institutions, has been discussed in a USSR Council of Ministers decree of 17 January 1983. Yet, one has to turn to this problem again and again. Readers' letters bring one to the conclusion that this decree is not being observed in a whole series of regions in the country. After waiting it out for a while, there they have again decided to return to previous hours, convenient for trade people but not for customers.

With the help of our correspondents, we did some research. The results were interesting and somewhat unexpected. We asked the following:

1. Does the city have regular stores [dezhurnyye magaziny], and how late are they open?
2. Do markets operate in the evenings?
3. What time does the latest bakery close?

IZVESTIYA's regular correspondents live in 54 of the country's largest industrial cities, including the capitals of all the union republics. In the majority of them the markets close at 6 or 7 pm on work days. They are by no means always located in large residential areas. Therefore, customers have to spend some time getting to them. Ye. Vostrukhov, reported that, "The work schedules of markets in Riga are quite unsatisfactory." They are not intended for people working in production during the day. During work days all markets are open from 8 am to 5 pm, and on Sundays and holidays from 8 am to 3 pm. True, starting 15 May they introduced the so-called summer hours. Trade is extended for one hour, but this does not change the picture substantially."

The survey showed that practically no large cities have evening markets. If opponents have doubts about the advisability of this form of trade, one can cite the example of the Donbass. Here, as N. Lisovenko reported to the editors, in miners' towns and settlements there are up to 400 small bazaars operating in the evening, where one can buy vegetables, fruit, flowers and honey. Customers are very pleased with them.

There are several other good examples. In Kazan there are 10 markets with unrestricted hours. As A. Sabirov reported, they sell berries, vegetables and flowers, but operate only in the summer. Three markets in Saratov are open from dawn to dusk. In Dnepropetrovsk 7 markets are open until 8 pm and one in the city center until 10 pm. Finally, according to information from G. Dimova, in Tashkent, the working hours of bazaars is regulated only by the time of

year and the weather. In the spring and summer fresh vegetables and in the fall fresh fruit can be purchased at any time, because many traders are present during the night. This is a pleasant, but unfortunately, a rare exception.

What hinders trade managers and local soviets in other areas from using these experiences and organizing evening bazaars in their cities? The efforts and outlays required are not great, while the convenience created for citizens are huge. They are especially great if the markets are located near homes or near stores. Moreover, these bazaars spring up on their own near delicatessens, intersections and stations for suburban trains. Frequently, however, in order to give this spontaneous trade the necessary form, local powers prohibit it, as for example, in Chita, where, incidentally, there is only one market for the entire city. (A. Kleva wrote us about this).

Our survey helped reveal that there are regular stores in every city, including those from which IZVESTIYA received letters criticizing trade hours. This means that the regular system has been poorly conceived. Confusion reigns in the organization of their work. While, as S. Troyan, reported, in Dnepropetrovsk, there are 3 stores open around the clock, in Chita a store is considered to have regular hours if it closes at 9 pm. Yu. Perepletkin shows a similar picture in Tyumen, where several stores are considered regular, but after 9 pm one cannot even buy bread in the city.

The effects from extending working hours are reduced to naught, if the regular delicatessen is located from residential apartments. In Irkutsk all three such delicatessens are located in the city center, more than a half hour's ride from residential regions. There is a similar situation in Riga, where it takes a customer an hour and a half to travel to the city center and back. Keep in mind that we are talking about the evening hours, which are intended for rest, and not for trips on urban transportation.

Undisputably, conditions and the ways of life in different regions are not the same. However, common requirements must be worked out for regular stores. It is time to define at least the minimal obligations for such trade enterprises, so that they will not have the right to let the level of their services drop below them.

As was shown, there are several useful experiences in the organization of regular trade. In responding to our editors' questionnaire, our correspondent in Taskhent explained how it is possible to buy bread in the capital of Uzbekistan at any time, including at night. Prior to setting hours for stores, the Tashkent Trade Administration conducted a public opinion survey.

In Barnaul regular stores are located near the railroad station and are open around the clock.

In Kharkov some of the markets open at 4 pm, and stay open until 9 pm. They are located in residential areas.

In Minsk, six specialized bread products stores operate until 11 pm.

In Kazan many groceries operate without a dinner break.

There are also several other valuable experiments. The USSR Ministry of Trade, which includes five sector scientific research institutes, probably knows more about them than we do. This makes it all the more incomprehensible why the ministry is so ineffectively working on the introduction of these good experiments into everyday trade practices.

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HOUSING AND PERSONAL SERVICES

DEVELOPMENT, EXPANSION OF TOURIST FACILITIES DETAILED

Moscow SOVETY NARODNYKH DEPUTATOV in Russian No 7, Jul 85 pp 47-51

[Article by A. Abukov, chairman of the AUCCTU Central Council for Tourist Excursions: "For Health and Inner Development"]

[Excerpts] In the old explanatory dictionaries, the word "to rest" literally meant "to lie or be in peace." Today, of course, we include another meaning in this concept. To rest, in the conception of many of us, means to be in motion, to travel or to walk along a tourist path with a backpack on our backs. Some people are attracted to tourism and travel by the fact that they bring strength and good spirits and make the body hardy and charged-up the entire year. Others try to see the new and the interesting and to better know their native land, its people, history and culture. And they are doing the right thing--"the soul is obliged to toil" even when we rest.

In short, the benefit from active rest is twofold; for both health and inner development.

The main merit of tourism is that it is available to the broadest layers of the population and does not depend on people's ages and propensities. The scope of tourism and excursions in our country is indeed great. We have embarked on this path possibly later than several other countries, but we are already firmly establishing ourselves in the role of leader on the basis of the mass nature which is ensured by the constant growth of the public welfare. Judge for yourself: we had more than 36 million tourists and 202 million tour participants served in 1984 alone.

Now that tens of millions of people have chosen the path of active rest, an entire tourist industry has emerged. And this is understandable: everyone who sets off to travel needs transportation, lodging for the night, food and personal and cultural services. In order to solve this problem, material expenditures by themselves alone, which our government doesn't skimp on, are not enough--the thorough organization, initiative, taste and high professionalism of the people who work in the sphere of tourist excursion services are necessary. Understanding, support and effective help on the part of the local soviets are no less important.

The management of the tourist excursion business in the country, as is known, is carried out by the trade unions and the organizations dependent on them. They are headed by the Central Council for Tourist Excursions whose system numbers almost a thousand tourist establishments. New tourist institutions near Moscow and in Moldavia, as well as in Siberia, the Ukraine, the Far East, Kazakhstan, Central Asia and other republics, krays and oblasts of the country have been put into operation in recent years. The growth of the material base is furthering the development of the network of all-union and local planned tourist routes. More than 22,000 of them are now operating. Among them are routes in the RSFSR Nonchernozem Zone, the Urals, Kazakhstan, Central Asia, Siberia and the Far East. The Central Council for Tourist Excursions also has a developed network of excursion institutions. There are 985 travel and excursion buros in our country today.

The relative share of tourism in the general structure of the population's time off increases every year. This has been caused, first and foremost, by the consistent implementation of the party's social program, which is directed at raising the Soviet people's material and cultural level of life and increasing free time. The workers of our socialist state have more than 100 days off plus vacation this year. To help each person spend them beneficially is one of the noble obligations of the tourist excursion organizations of the trade unions.

The increased social significance of tourism as one of the forms of implementing the rights of citizens to time off has been legislatively secured in Article 41 of the USSR Constitution. The "Basic Directions for the Economic and Social Development of the USSR for 1981-1985 and the Period until 1990," states "To develop and improve in every way possible the organization of workers' time off and tourism, to broaden the possibility of shared time off and treatment for parents and children and to improve excursion services" precisely with regard for the interests of the large group of Soviet people.

A decree adopted in October 1980 by the CPSU Central Committee, the USSR Council of Ministers and the AUCCTU entitled "On the Further Development and Improvement of the Tourist Excursion Business in the Country," outlines measures for improving the organization of workers' time off and is indicative of the concern of the Communist Party, Soviet government and trade unions for the welfare of the people. The decree emphasizes the unity of the tasks of the soviets of peoples' deputies (their executive organs) and trade unions in the development of tourism and it defines the basic spheres of joint activities.

Five years have passed. What has been done during this time? What practical experience has accumulated from the interaction of the soviets and trade unions? What are the prospects for their collaboration in the area of tourism?

After the appearance of the above decree in union and autonomous republics and krays and oblasts, party, soviet and trade union organs outlined measures for developing the material base of tourism, improving the quality of service for tourists and tour participants, increasing the ideological and political level

of tourism and excursions and their role in the propaganda of the decisions of the 26th CPSU Congress and of our country's success in economic and cultural life.

The business connections of local soviets with trade union organs and trade union tourist organizations have become noticeably stronger and more business-like during these years. For example, the experience of the coordinated activities of republic and local organs of authority of the Lithuanian SSR and the Lithuanian Republic Council for Tourist Excursions deserves attention. Thus, in October 1984, the republic's Supreme Soviet Commission for Youth Affairs, with the participation of representatives of all tourist excursion organizations, discussed the question of using tourism and excursions in the indoctrination of young people and the broadening of their social and cultural horizons. Meetings of rayon and city soviet ispolkoms also discuss questions connected with the work of tourist excursion organizations.

The Interdepartmental Council for Tourist Excursions headed by an AUCCTU secretary has been created under the AUCCTU in order to coordinate the activities tourist organizations, ministries and departments. Workers from local soviet ispolkoms are members of the interdepartmental councils or supervise them in the republics, krays and oblasts. Thus, in Altay Kray, Hero of Socialist Labor V.T. Khristenko, first deputy chairman of the krayispolkom, is chairman of such a council and in Ivanovo Oblast, A.G. Demidov, deputy chairman of the oblispolkom, has been approved for this public position. Representatives of the administrations, departments and services of the ispolkoms of the oblast and city soviets with which the Council for Tourist Excursions collaborates are members of the Interdepartmental Council for Tourist Excursions in Leningrad headed by the secretary of the Leningrad Oblast Trade Unions Council, V.N. Smirnov.

Meetings of the coordination councils regularly examine problems of developing tourism, improving the quality of service and of the active participation of closely-related organizations in this work.

The fruitful practice of jointly planning tourism and excursions has been established. Long-range models for the development of tourism until the year 2000 have been developed in cooperation with local soviets in republics, krays and oblasts. In Chelyabinsk Oblast, for example, it is proposed to develop tourism in two phases according to the long-range model: from 1983 through 1995 and further until 2005. The first stage will give most attention to the route network of the mountain and forest zone. The opening of a new travel and excursion buro in the Upper Ural area is called for in the Magnitogorsk zone. There are plans to develop local routes more widely. There will be a horse route 12 days long, which will pass through the Sinegorye area and along the taiga paths of the Zyuratkul. A water route by raft has been extended along the Yuryuzan; an automobile route along Sinegorye and the Ilmans; and a bicycle route along mountains and forests. The construction of a new tourist hotel with 500 rooms, a reception room for distributing passes, a travel and excursion buro and a motel with 300 rooms is in prospect.

The long-range development of tourism in Latvia has been treated just as attentively. A "Model for the Development and Placement of a Tourist Network in Latvian SSR until the Year 2000," developed by the republic's Council for Tourist Excursions, was examined and approved by the ispolkoms of city and rayon soviets. The coordination of different departments' efforts in determining the prospects for tourism permits material and labor resources to be more effectively used.

One of the essential directions of the joint activity of local soviets and trade unions is the improvement of existing tourist and excursion projects, the development of the necessary living conditions for work and rest at tourist centers and travel and excursion buros, and the construction of new tourist projects. The local soviets of the Russian Federation, for example, deal with these problems carefully. Thus, the Mari Republic Council for Tourist Excursions is carrying out the reconstruction of the Yalchik, Sosnovaya Roshcha, Kokshayskaya, and Sura tourist centers. In order to prepare them for year-round operation, the buildings which have become unsuitable are being replaced and access paths are being built. Some 300,000 rubles worth of capital investments are allotted yearly for the building, repair and improvement of tourist centers.

Let's take, for example, a problem such as placement. In the Russian Federation the ispolkoms of many kray and oblast soviets have obligated the gorispolkoms to improve the placement of the travel and excursion buros. As a rule, these problems are resolved favorably. However, the Khimki, Ramenskoye, Balashikha (Moscow Oblast), Irkutsk, Penza, Saranskoye, Nikolayevskoye and other buros are located in extremely unsatisfactory living conditions as before.

One can, of course, complain and sigh that the local organs of authority forget about us and stand about looking offended. But one can be a little more persistent and tenacious and try to convince the ispolkom workers how tourism is a socially significant matter and how essential it is to place its services in beautiful, comfortable and attractive locations. For example, the local Georgian soviets have provided suitable work locations for the Tbilisi, Mtskheta, Kutaisi, Gori, Dusheti, Akhaltsikhe, and other travel and excursion buros. At the request of the Azerbaijan Council for Tourist Excursions, the Baku gorispolkom granted locations for a workshop for renting tourist equipment and for the tourist club and the monitoring and rescue service. And the Baku Travel and Excursion Buro was allocated a spacious location in the railway station area (they couldn't have found a better place!) and the advertising and information service was placed there.

There are no trivial details in the tourist excursion business. And what is really called a "trivial detail" is what creates the travellers' comfort and improves their mood. With the cooperation of local soviets there in Azerbaijan, hairdressers and shoe shops have begun to function, Soyuzpechat' kiosks have opened and souvenir sales have been organized at tourist centers. Out-of-town (vyezdnaya) trade has been set up by the Khachmasskiy rayispolkom at the Khazar and Dostlug tourist centers. Great attention is given here to improving the adjoining territories and maintaining the automobile roads which lead there.

Together with tourist excursion organizations local soviets are doing much for the preservation of historical and cultural monuments. For this purpose tourist organizations annually assign up to 10 percent of [their] profit to the soviets' budgets for the repair and restoration of monuments, the improvement of territories which adjoin tourist projects and share participation in the constructing and reconstructing of utility systems and lines in regions of tourist center distribution and for the construction of automobile parking spaces in popular rest areas. These allotments amount to tens of millions of rubles.

The material and technical base of tourism in several regions of the country, especially such extensive ones as Siberia and the Far East is growing slowly. The construction of hotels, tourist centers and camping-sites is being carried out with unmet deadlines for putting them into commission and a low quality of work. Among "long-term construction sites" you can name the Tverskaya tourist hotel in Kalinin--the USSR Ministry of Construction has been erecting it 8 years already. The same ministry has been building a hotel in Novosibirsk for 13 years. The Ministry of Industrial Construction is the "record-breaker"--we've been expecting a project from it in Krasnodar for 18 years!

It is desirable that the local soviets, together with the trade union and tourist excursion organizations, give more attention to building tourist projects, beginning with allocating the most convenient and well provided-for utility lines and land plots, to constant monitoring over construction progress and right up to putting projects into operation. Joining efforts in this problem would undoubtedly expedite the strengthening and broadening of the material base of tourism in every region.

The solution of problems connected with improving service for the population and constructing and equipping the material base is not possible without training specialized tourist industry personnel. For this purpose, the Central Council has created the Institute for Improving the Skills of Workers of Tourist Excursion Organizations; it has branches in five of the country's cities. Personnel for tourism are also being trained at a special department of the AUCCTU Higher School of the Trade Union Movement. The USSR Academy of Sciences Institute of Geography and the Central Council's All-Union Scientific Research Laboratory of Tourist Excursions, as well as other organizations are conducting scientific research in the area of tourism.

Many local soviets are giving us invaluable help in training and indoctrinating the personnel of tourist excursion enterprises. For example, in Leningrad the training of specialists for the sphere of tourism is being implemented on the base of specialized gorispolkom schools. The Kalmyk Council for Tourist Excursions and the autonomous republic's Ministry of Education intend to jointly develop short-term courses on training tour guides--on a part-time basis--from among specialists and teachers with higher and secondary specialized education as well as senior class students of higher educational institutions. Measures have been developed in Astrakhan Oblast for training tourism instructors and tour guides at the Department of Public Professions of the Astrakhan Pedagogical Institute imeni S.M. Kirov. Krasnoyarsk Kray has established the practice of sending students from pedagogical institutes, cultural education schools and music schools in the summer to tourist excursion institutions as tour guides and cultural workers.

And there is still one other "sore" subject that should be mentioned. The question concerns souvenirs and problems connected with their manufacture. Imagine: you arrive, for example, at Novgorod or Novosibirsk, at Ternopol or Syktyvkar and you want to take with you as a souvenir some kind of trinket or a badge with a view of the city and there are some wooden dolls in the shop window or something else impersonal. This problem is by no means a minor one. It is very likely, you see, that every oblast has its art objects industries and the products of local craftsmen, to be sure, don't sit too long on tourist kiosk counters.

We expect help here from local soviets in their authority to assign the enterprises and organizations subordinate to them to "souvenir" work. Of course, we ourselves must not sit with folded arms. If tourist organizations come out more actively with the initiative and offer local organs of authority collaboration in this sphere, the business will benefit.

And so it's summer and the 1985 tourist season according to the calendar. Rapid transit has extended the boundaries of time and allowed travel lovers to accommodate visiting the country's most remote regions and seeing the sights within the limits of a vacation and even just on Sundays. This year, tourist excursion organizations are helping more than 37 million planned tourists and 204 million tour participants to get out on the road. They will be received by 965 tourist hotels, centers and camping spaces capable of accommodating 392,000 people on holiday at one time.

The development of family tourism and trips for parents and children is a very important part of our work. In the last year alone there have been more than 1,400,000 family tourists on tourist routes. Tourist centers and hotels equipped with play areas receive them. Tutors attend to the young tourists and experienced doctors look after their health. All conditions have been created at such tourist centers so that dads and moms don't worry about their children and can take short trips and hikes to the mountains, along rivers by boat and on forest paths.

In organizing family tourism and other forms of active rest, we invariably rely on the support of local soviets which give us all-round and effective help. In the present season, five tourist enterprises in the RSFSR alone will specialize for the first time in serving parents and children. They are Solnyshko in Penza Oblast, Kustorka in the Gorkiy Oblast, Ozernaya in Kalinin Oblast, Vetluga in Kostroma Oblast and Priokskiy in Tula Oblast.

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HOUSING AND PERSONAL SERVICES

SUCCESS RATE FOR ESTONIAN EMPLOYMENT BUREAU DESCRIBED

Tallinn RAHVA HAAL in Estonian 25 Sep 85 p 3

WITHOUT WEARING OUT THE DOORS OF THE BUSINESSES

THE EMPLOYMENT BUREAU TRIES TO FIND A SUITABLE POSITION FOR YOU BUT...
INTERVIEW AT THE REQUEST OF THE READER

[Text] From time to time, questions, some with claims, have been directed to the editorial board concerning the employment bureau. Today, some of the questions which are of interest to the readers are answered by Ain Virunurm, the director of The Tallinn Employment Bureau.

Q. How many employment bureaus are there in our republic and what are their functions?

A. "In order to help people find congenial and suitable positions with the least possible waste of time, employment bureaus have been established which are found now in all the cities which are subordinate to the republic and in almost every center of the district. The basic function of the bureaus is to help a person to find a job and the bureaus rely on information which they receive from businesses, institutions and organizations. But the bureau gives only assistance; the final selection of the personnel is made by the business itself."

Q. How does the bureau help the worker?

A. "Since every business notifies us of its openings (of course of the ones which they cannot fill themselves), the bureau has an overview of its own working district.

Consequently every person who comes to us receives a reply concerning the possibilities of starting work without himself having to go to the business. It is clear that in searching for a new job, a person has a number of questions. Many are interested in the living area, the area for children's care, and the salary; some are looking for shorter workday or week, temporary or seasonal work, etc. Thus, in order to give a complete answer, we have to have complete information. Consequently the businesses should constantly update their information.

Information concerning the open positions should be systemized according to the line of work. In this manner it would be possible to learn readily from the

bureau employee which business provides a common living place, where the work time is shorter or where there are shifts, where there is opportunity for moonlighting, whether the work is temporary or seasonal, etc.

We give out information costfree during the scheduled office hours; in larger cities this is also done without a lunch break. When a person comes to us, he should bring along an identification card, certificate of specialty or diploma, and if the person is without work, then he should also bring his work-book."

Q. Who needs the services of the bureau the most? Does a person benefit from his trip?

A. "All social groups are represented among our visitors. About 20 percent of the visitors are working. One fourth of them is planning to change jobs; the rest are seeking additional work.

Of the unemployed persons, 75-80 percent get a direction or recommendation from the bureau; almost one third of which also act upon the recommendations; but there is at least one tenth who does not appear at the recommended job or is not hired there. Unfortunately the opportunities of the employment bureau tend not to correspond with the wishes of the ones using the bureau.

It is difficult to find jobs for women who up to now have worked shifts and have received rather good salary but who now want jobs with the same pay in one shift, and in addition if acquiring a new specialty is of no interest to them. Very often they are asking for shorter workdays, for work which can be done at home (but besides sewing we have not been able to offer women anything for years; for men we have not even had this), and for moonlighting (especially in the evenings), etc.

At the same time we offer many jobs which are not in great demand: jobs with shifts for women, construction- and machine-tool jobs, and jobs in book-keeping, and others.

Many pensioners visit our bureau. For the most part these are people who are no longer able to work at their previous workplaces. Although the businesses consent to hiring the pensioners, the offered positions are on the most part similar to the ones from which the pensioner left. By means of mutual consultation we are, nevertheless, able to find something.

Now about the young people. Partly it is a demanding and often also a rather capricious group. Several of them have their special interests in the foreground which work should not disturb. There are also some who have more jobs than they have years. Unfortunately many a young person knows too well his rights but not his responsibilities. Only a worldly-wise person can persuade them. It is better to work with young people who want to earn money while still going to school. If there only were more positions which would offer jobs for a day or two a week or during holidays!

We have problems with minors. In the summers there are many among them who demand work but the opportunities of choice are limited, especially in the city.

More than a fourth of the ones who seek our services are people with specialized secondary or with higher education who are planning to change jobs. The choice is greater in the field of technology, especially for the top people in the middle range. But often one does not take the offered job since he does not consider the opportunity to rise in the position. Not all, of course, can start as main specialists. At the same time, there are opportunities for main bookkeepers and for main power engineers which unfortunately are not attractive.

But the problems of the ones who come to the bureau do not deal with looking for jobs solely. One comes to seek advice and help for many concerns. People are interested in the work legislature (especially if one does not dare to come forth with the problem at one's workplace); they demand clarification in questions of pension, in the calculation of salaries and in many other questions. One asks if this or that specialty is promising enough to start studying it. One is interested in the opportunities of work in other regions of our country or in the micro climate of one or another business. There are also incidents where people simply come to air the tension which has arisen at their workplace. The problems which are directed to us are endless. In other words, the functions of the bureau are broader than they were anticipated."

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CONSUMER SECTOR POLICY AND ECONOMICS

EDITORIAL VIEWS TECHNOLOGICAL GROWTH IN TRADE SECTOR

Moscow PRAVDA in Russian 31 Oct 85 p 1

[Editorial: "Technical Progress in Trade"]

[Text] Having carefully read the draft of the new edition of the CPSU Program, the Soviet people warmly support the party's policy for accelerating the country's socio-economic development, and for raising the living standard of the populace to a qualitatively new level. Trade has been assigned an important role in this process. It has been called on to fundamentally reorganize its operations on the basis of the achievements of science and technology and progressive practical experience.

A multifarious network of stores in state trade, consumers' cooperatives, and worker supply administrations has been created. Public catering embraces the overwhelming majority of producers and office workers. The recently-adopted Complex Program for Developing Production of Consumer Goods and the Services Sphere is opening great possibilities for strengthening the material-technical base of the branch, and for satisfying consumer demand.

One must not fail to consider the fact that there is still quite a bit of unfavorable criticism directed at trade by the populace. Shortages are experienced in the stores in terms of the required assortment and in terms of high quality, and the standard of service is low. Plans for goods turnover are not being fulfilled.

The problems of the branch are solved with greater success in those places where an innovative approach is taken, and where they rely on technical progress, using the achievements of science, and progressive experience. In a number of oblasts of RSFSR, the Ukraine, Belorussia, and Lithuania, there are quite a few such examples. Here they are strengthening contacts with industry, they have taken up specialization before others have, and subsequently have undertaken rationalization of the trade network; and they deliver many goods in containers from the enterprises or from the field directly to the sales area. Establishing factories for centralized preparation of semi-finished products for the stores, cafeterias, cafes and restaurants has had a great effect. It is also important that among the progressive workers technical progress embraces the rear services sector as well--the refrigerated warehouse system, and transportation and goods handling operations.

Union and republic ministries of trade and the boards of the consumers' cooperatives have been called upon to head up the movement for technical reequipment. Their workers have been called upon to become advocates of innovation and progress. However, far from everyone in the branch has developed a taste for advanced equipment and technology. It is well-known, for example, how convenient vending machines are--which are ready to serve us at any time without the help of a salesperson and, of course, "work" around the clock in places where people congregate. But for now there are not very many of them--only 62,000 in all. The responsibility of the workers for introducing innovations must be increased, and the branch engineering service must be beefed up.

The recently published decree of the CPSU Central Committee and USSR Council of Ministers envisages further development of the branch material-technical base, and expanded construction of stores, dining halls, warehouses, and refrigerators. To make rational use of the funds allocated for this means to assimilate them in a timely manner, and to put projects into operation in the periods established. Careful development work also requires that one ask, what will there be within the new walls? There is still a good deal of the routine in the plans for trade enterprises; they seldom envisage increasing the goods turnover in terms of the dimensions of the sales area, or reducing the number of service personnel, or improving the working conditions.

The new, as well as the rebuilt trade enterprises, must become saturated with advanced equipment and must operate with progressive technology. In this respect, the trade workers expect assistance from the Ministry of Machine Building for Light and Food Industry and Household Appliances, and from the other departments which supply the equipment.

There are 57 computer centers and 200 automated systems in the system of the USSR Mintorg [Ministry of Trade]. They are capable of solving nearly 650,000 different functional problems. However, the electronic "brain" of the branch is only working at half-capacity. The electronic computers are basically duplicating the mechanical calculating stations, and are producing reference material; whereas the electronic computer technology ought to be employed primarily in the directions of studying demand, organizing orders from industry, and controlling goods traffic. The role of the specialists in automated control systems must be increased, and they should focus on finding solutions for the basic problems of the branch.

Trade has considerable scientific potential as well. Working out concrete economic, technological and organizational measures capable of changing the character of the branch, and furnishing it with advanced equipment and technology--are well-known methods for increasing the effectiveness of the branch scientific-research institutes and laboratories. Then why is the branch scientific organization quite often spinning its wheels, so to speak? For example, a system of comprehensive study and forecasting the demand for men's suits has been introduced at trade and industrial enterprises under the methodological supervision of VNIKS [All-Union Scientific-Research Institute for Studying Popular Demand for Consumer Goods and Market Conditions for Trade], but in a number of regions of the country there is a

severe shortage of men's suits. The fact of the matter is that the recommendations of science are quite often ignored in practice, and it happens that even the scientists' conclusions become individual matters.

Strengthening the material base of the branch means more fully utilizing the contribution made by the more than 950,000 members of the branch scientific-technical society. Implementing the measures envisaged in their individual and collective creative plans for the last year alone permitted savings of 27,000,000 rubles. The NTO [Scientific Labor Organization] and VOIR [Society of Inventors and Efficiency Experts] organizations have been called upon to strive for wider use of their proposals.

In organizing and directing the work for selection and placement of cadres, and especially the administrative officials for trade, the party committees are called upon to take into consideration their receptiveness to technical progress. The fact that one-fifth of the directors of trade organizations, trusts, stores and dining halls do not yet have higher education speaks to the necessity for a more principled approach to selecting the cadres and for increasing their qualifications.

The person who is able to look ahead, to greet the new day fully armed with technical progress, as a rule, also achieves great success in the present. In the socialist competition in honor of the 27th Party Congress, the trade workers are inspired by the words of the October CPSU Central Committee Plenum:

"Workers in all branches of the national economy! Take an active part in implementing the Complex Program for Developing Production of Consumer Goods and the Services Sphere!"

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CONSUMER SECTOR POLICY AND ECONOMICS

TSENTROSOYUZ CHAIRMAN ON ORGANIZATIONAL IMPROVEMENTS

Moscow SOVETSKAYA POTREBITELSKAYA KOOPERATSIYA in Russian No 8, Aug 85 pp 2-7

[Speech by M.P. Trunov, chairman of Tsentrosoyuz Board: "To Improve Trade Services for the Population"]

[Excerpts] The meeting of the Tsentrosoyuz Council, the speaker said, is being held in an atmosphere of great political and labor upsurge in the country brought on by the decisions of the April Plenum of the CPSU Central Committee on the convocation of the coming 27th party congress.

The Central Committee is concentrating the attention and efforts of the party and all of the people on successful completion of 1985 and the 11th Five-Year Plan as a whole, timely and all-round preparation for the fulfillment of plans of the 12th Five-Year Plan and strengthening of organization, discipline and order in all parts of the national economy.

In submitting a proposal on examining at this meeting of the council the question of improving the organization of cooperative trade and further developing services for the population, the board of Tsentrosoyuz proceeded primarily from the demands of the April Plenum of the CPSU Central Committee and its instructions for prompt resolution of pressing problems connected with providing for the living needs of the Soviet people.

We are required, the speaker said, to critically evaluate the state of affairs and to determine such measures as would make it possible to significantly improve organization of trade. Questions of further development of services for the population should be made the center of attention of all parts of consumer cooperatives and all sectors without exception of our activities.

Many defects, lapses and difficulties have accumulated in recent years in development of trade. In 1984, the plan of commodity turnover was underfulfilled in its total volume by 2.4 billion rubles and in 5 months of the current year by 731 million rubles. What is the reason for this?

Over the course of many years, trade developed under conditions where the population's demand outstripped the possibilities of commodity supply. In such a situation, trade personnel relaxed their attention on questions of

commodity movement, organization of sale of specific goods and offering to the population of requisite services.

Now the situation has changed. Saturation of the market with many consumer goods has grown significantly. The present wardrobe of rural inhabitants, for example, contains more than 20 different kinds of sewn and knitwear items and 6 pairs of leather footwear. Of each 1000 rural families, 86 have television sets, 90--radio receivers, 74--refrigerators and 81--bicycles and mopeds.

It is natural that demand of the population has grown not only for assortment and quality of goods but also for conditions of their sale. But these grown requirements were not evaluated in time and were not accompanied by necessary reorganization of the work of the trade apparatus.

A significant defect of the structure of commodity turnover of cooperative trade is the low share in it of nonfood goods. Up to now, the possibilities of speeding up the growth rate of sale of cultural, personal-service and household goods have been poorly used. Construction materials, for whose sale favorable conditions have been created in rural locations, make up only 2 percent in retail commodity turnover.

At the present time, especially in the light of the decree of the CPSU Central Committee "On Measures for Overcoming Drunkenness and Alcoholism," the attitude toward the structure of commodity turnover must be radically changed.

By actively contributing to putting into practice the outlined major measures for reducing the production and sale of wine and liquor products, we must at the same time adopt necessary measures for radically improving the structure of commodity turnover and ensuring sale to the population of a wide assortment of food and nonfood products.

A most unsatisfactory structure of commodity turnover has come to exist in the Everyday Goods stores. Many stores of this type practically do not trade in nonfood goods. Rural inhabitants frequently cannot acquire in them the most elementary household articles, small haberdashery items, inexpensive clothing and footwear and many other goods that are needed in everyday life. Occasionally the assortment of goods is unjustifiably narrowed down at farm centers of kolkhozes and sovkhoses and in rayon centers.

At each consumer union, the entire complex of questions connected with trade in goods of complex assortment should be examined. We are against the dispersion of these goods in small stores, but the possibilities of developing trade in them must be fully utilized not only in rayon centers but also in other places where conditions for this exist.

Improvement of the operation of our department stores and specialized stores is important. They should be a model of organization of services for the population. Many department stores as yet do not meet these requirements. More than half of them have a trade area of less than 400 square meters, which under present conditions is quite inadequate. It is necessary to work out in the immediate future a plan of creating in each consumer union a modern

network of department stores while the existing small department stores should be gradually transformed into specialized stores.

The network of stores for trading in household goods requires serious strengthening in the quantitative and qualitative sense. Today we have 24,000 household-goods stores, but they are not enough. Moreover only 200 household-goods stores have yards for trade in lumber and construction materials. It is necessary to see to it that every rural rayon has as many household stores as are needed for normal serving of the population.

In the Latvian and certain other republics, good experience exists in the organization of transportation of rural inhabitants to department stores and specialized stores with kolkhoz and sovkhoz transport. Holiday and evening trade fairs conducted in rural clubs, houses of culture and public dining establishments have also found favor. The possibilities should be fully utilized of expanding trade at motor highways, tourist routes and at places of recuperation of workers.

It is necessary to take immediate steps for improving the operation of mobile stores [avtomagaziny] and the small retail trade network. It is necessary to see to it that mobile stores provide due payoff. Over the course of a number of years, average turnover per mobile store has remained at practically at the same level. The main task assigned mobile trade is not being fulfilled--the serving of small and remote populated places which do not have fixed stores.

The small retail consumer-cooperative trade numbers approximately 40,000 units. This is not a small number. Its turnover displays an unjustifiable tendency toward reduction. In Kirghiz, Armenian and Turkmen consumer unions in 1984, it dropped almost twofold compared to 1980.

It is proposed to establish a products list for the small retail trade network and in the very near future to do the necessary work in the localities for its regulation and more effective utilization.

The board of Tsentrosoyuz is assigning a task to cooperative organizations--to significantly expand the practice of providing various services to the population. Special attention should be paid to the development of new kinds of paid services, including those connected with the private subsidiary farm, construction, repair of housing and operation of equipment acquired in the trade network.

We need to expand henceforward the sale of goods on credit. In 1984, the population acquired goods on credit in the amount of 2.5 billion rubles, or 22 percent more than in the preceding year. With proper organization, there are still many reserves for activating trade.

An important means of activating trade is making it comprehensively more efficient. In the past 4 years, 86,000 stores, 302 wholesale bases and 5,800 public eating enterprises underwent comprehensive improvement. As a result of the work done, we have acquired an additional 1.2 million square meters of trade space, 384,000 square meters of storage area and about 200,000 places at public dining enterprises.

It is quite significant that many consumer unions utilize the obtained trade areas for improving the structure of the existing trade network. During this period, 3,000 Tekhnika, Children's World, Modern Housekeeping, Sports Goods and Agricultural Products stores were opened.

At the same time, in the implementation of the program of comprehensive improvement, significant defects were disclosed. Frequently significant expenditures for these purposes do not provide due payoff, and the work is reduced to repair and modernization of quarters without the introduction of any significant changes in the organization of trade processes.

The board of Tsentrosoyuz is submitting a proposal to establish during the 12th Five-Year Plan targets for further improvement of operation of stores, public eating enterprises and wholesale bases and expansion of the network of specialized enterprises, keeping in mind at the same time significant deepening of this work and raising its efficiency.

There is another concrete question connected with the operation of our trade network--it is the operational regime of the stores. It is so far manifestly poorly adapted to the conditions of rural areas. A survey conducted by the USSR Central Statistical Administration has shown that during last year's summer season only 15 percent of Goods of Everyday Demand Stores, 19 percent of the food stores and 4 percent of the household-goods stores opened for operation before 8 o'clock in the morning. Two-thirds of the stores stopped work before 8 o'clock in the evening. An absolute majority of our stores operate on one shift. The practice of dividing the workday into two parts has been disseminated in a most limited way, although such conditions of work are most convenient for the population. The necessary order must be introduced into this work.

In critically analyzing the present state of trade, the speaker said further, we clearly see that the reasons for many defects lie in the extremely low level of management of commodity resources. This is reflected particularly in the fact that in the past 4 years of the five-year plan, commodity stocks grew by 7.8 million rubles. For the first four months of the current year, they increased by 1.2 billion rubles and exceeded the established norm by 2.1 billion rubles.

It is economically unjustifiable that the turnover rate of goods during this period slowed down by 24 days. But these are average figures. At Uzbek Consumer Union, the turnover rate slowed down by 64 days and in the Georgian, Tajik, Kirghiz, Turkmen and Azerbaijan and Armenian consumer unions--by 40-50 days. Behind this indicator is crowding of our stores with a large quantity of goods that do not enjoy demand by the population and accumulation of unpopular and stale goods and increased costs connected with storage of the goods.

In order to create conditions for normalization of stocks, stable plan fulfillment and improvement of services for the population, it is necessary to raise the level of organizational work relating to management of commodity resources and organization of the supply of goods to the trade net work.

The organization of study of demand and compilation of requisitions needs to be placed on a new basis. It would be proper for requisitions for the most important goods to be examined and approved at board meetings of consumer unions.

An important aspect of management of commodity resources is the organization of timely and qualitative supplying of stores with goods. We know whom to ask and who has to answer for this. At the wholesale level, more than 180,000 persons are employed. At the same time, supplying of goods continues to be one of the weak bottlenecks in the entire organizational work of our system.

Relations of wholesale bases to retail trade are frequently not secured with any contractual commitments, and where contracts do exist, they are of a formal character. Such a situation can no longer be tolerated. Wholesale trade must assume the entire responsibility for supplying the retail network with goods.

Direct ties must be actively developed with industry and their advantages should be used more fully. Direct ties create conditions for fuller forming of an assortment of goods while taking into consideration the special features of the rural population's demand. Another thing is that at each consumer union the most optimal locations should be determined for receiving goods for more frequent subsorting [podsortirovka]. In those cases where delivery of goods is done through the wholesale organizations of trade ministries, it is necessary to solve together with them questions on the manner of delivery of goods to cooperative stores.

The organization of goods supply according to the scheme: factory--interrayon base--store, which has proved itself in practice, should be developed henceforward for the majority of varieties of nonfood goods.

In addition to this, wholesale trade in food products should be significantly strengthened and special stores ought to be created where necessary for large-size nonfood products and those mass manufactured goods which ought to be supplied to Goods of Everyday Demand Stores and as concomitant goods to food stores.

Next M.P. Trunov dwelt on questions of effective management of trade.

Perhaps you won't find in the country a sector, he said, where these or those methods of effective management were used, making it possible to evaluate the situation with respect to the work results for the day, for the workweek or the 10-day period and to make on the basis of such an evaluation appropriate decisions. Good experience exists in our system of effective management on the basis of creation of special dispatcher services. Ternopol Oblast Consumer Union was one of the first to create such services, and now it is taking new steps in this direction, is strengthening the technical base and is employing not only the usual channels of communication but also electronic computer equipment for data processing. At the consumer cooperative, the situation in regard to trade of specific goods is always well known, and the organization realistically directs the development of trade turnover.

At many consumer unions, so-called "commodity" departments of trade organizations actually do not operate. We need to install the necessary order in this matter and to further improve the management structure. Best of all there should be a single trade-organization administration which would include in it all existing small units.

The speaker then dwelt on questions of development of public dining. A major social role and an important place in improving the living and everyday conditions belong to this sector. At the same time, public dining is a significant source of commodity-turnover increase.

Public dining as a whole occupies 11 percent of consumer cooperatives' turnover of food products and 16 percent in the Ukrainian SSR and the Baltic republics. If we succeeded in boosting the share of public dining on the whole by at least 13-14 percent, this would provide an additional annual turnover in the amount of 1 billion rubles.

Chief consideration should be given to improving services for the population at places of work and study and to developing a network that is generally accessible to the population.

Owing to the measures being implemented for intensifying the struggle against drunkenness and alcoholism, the actual structure of public dining enterprises should change significantly. Even now in many rayons of the Ukraine, Belorussia, Lithuania, Krasnodar and Stavropol krais and Voronezh and Belgorod oblasts, there are being created in place of earlier existing enterprises selling spirits coffee bars, ice-cream cafes, confectionery cafes, children's cafes, bars for nonalcoholic drinks and juices and dietetic dining rooms. The public eagerly visits these enterprises.

We need to revive a wide-scale network of tea rooms, which from time immemorial have been popular in rural localities, specializing in snacks, such as bliny, dumplings, jam tarts, dairy dishes and others. Priority should be given to mass enterprises rather than to expensive restaurants, which in many places remain empty and show no profit. A network of specialized shops and delicatessen combines should be more actively developed.

It is necessary to see to it that public-dining enterprises work up a broad assortment of delicatessen and confectionery products and semifinished products. For their sale, the network of specialized delicatessen stores and cafeterias should be expanded and the sale of these products in food stores ought to be organized there where conditions permit it and in Goods of Everyday Demand Stores.

Many cooperative organizations still poorly perform tasks relating to serving workers of industrial enterprises. They have few stores, delicatessen departments and order tables. We have the means to solve these questions and this should be done without delay. Agricultural workers engaged in field work and at animal-husbandry complexes and farms deserve more concern.

Turnover in the sale of agricultural products purchased for agreed-upon prices amounted to more than 50 percent with reference to the sale of food products at kolkhoz markets. But for such types of products as potatoes, vegetables and fruits, we compete very poorly with the kolkhoz market. We should attentively review the structure of this kind of commodity turnover, strive for a sharp increase of the share of fruit and vegetable produce in it and significantly expand the sale of meat products in processed form.

While actively expanding the network of stores for the sale of agricultural products in cities and industrial centers, it is necessary at the same time to solve questions of expansion of trade in agricultural products as well in rayon centers and at other large rural inhabited places.

In examining the question of improving trade organization, it is necessary once more to remind ourselves of the responsibility of other sectors of cooperative activity for fuller satisfaction of the needs of the population for food and nonfood products.

At the present time, consumer-cooperative enterprises are producing consumer goods worth (in retail prices) 7.6 billion rubles, of which food products amount to 7 billion rubles, light-industry items--to 480 million rubles and cultural, personal-service and household goods--to 121 billion rubles.

Consumer cooperatives produce more than one-third of bread and flour products, dried vegetables and potatoes, 13 percent of fruit and vegetable canned goods and about one-fifth of the nonalcoholic drinks and dried vegetables.

In the past 4 years, production of most kinds of products has grown significantly. For example, the production of sausage products increased 54 percent, confectionery--40 percent, starch--44 percent and canned goods--11 percent. At the same time, serious defects and lapses exist in the operation of the cooperative industry.

An acute need has arisen to put the assortment of produced products into conformity with the needs of the market and the tasks of fuller use of local resources.

It will be necessary to sharply reduce and then completely to stop production of fruit and berry wine. In this connection, it is necessary to determine concrete measures for retying enterprises and organizations at their base of production of nonalcoholic drinks, canned goods in small packaging, fruit vinegar, dried and frozen fruits and berries and confectionery with a fruit base.

The attitude of certain consumer unions to plans of production of goods at cooperative enterprises is a cause of concern. These plans are frequently determined without pressure and occasionally below attained level. Thus Russian, Uzbek, Georgian, Azerbaijan, Moldavian and Kirghiz consumer unions have set for 1985 plans for the production of sausage products below the volume of the previous year. No grounds for this exist.

At some consumer unions, production has been curtailed of products with an extremely low level of use of production capacities. Kazakh Consumer Union, for example, reduced in 1984 production of canned goods by more than 25 percent compared to 1980 while the production capacities here are used only 54 percent.

Turkmen Consumer Union has one of the lowest indicators of consumption of nonalcoholic drinks. Only 8 liters a year are sold of them per capita. But the plan of their production set for 1985 provided for a growth of only 2 percent with a 49 percent use of production capacities.

In the first quarter of 1985, 5,600 cooperative industrial enterprises, or 30 percent of their total number, did not fulfill the plan. At the Armenian Consumer Union half and at the Moldavian 62 percent of the industrial enterprises failed to fulfill the plan.

It is necessary to adopt additional measures for ensuring the fulfillment of plans of goods production with simultaneous improvement of their assortment and quality.

Cooperative organizations each year purchase at kolkhozes, sovkhazes and private subsidiary farms of citizens more than 8.6 million tons of potatoes, about 6.5 million tons of vegetables and 1.6 tons of melon crops. Total procurement turnover approaches 11 billion rubles. But the possibilities of purchases of many valuable types of products and raw materials are being utilized far from completely.

It is necessary to significantly activate the work of the procurement apparatus and to use retail trade enterprises for purchases of products in addition to fixed and temporary procurement, first of all at out of the way and remote places.

We have to better organize servicing of people who have orchard and vegetable plots and provide for sale to them of necessary farm items, construction materials and equipment. In addition to this, it is necessary to create the requisite conditions for receiving locally from the population surpluses of grown produce.

An unsatisfactory state of affairs exists in regard to the most elementary processing of procured products. In 1984, production of sauerkraut compared to 1980 increased insignificantly, while the production of salted pickles and pickled tomatoes was even curtailed. Extremely little is being produced of spiced apples, salted watermelon and other products that are in demand by the population.

Proper order is lacking in the organization of putting away agricultural products for the interseason period. Frequently, procurement organizations, trade enterprises and public dining enterprises operate disconnectedly in regard to these questions. This, of course, has a negative effect on the marketing of fruits and vegetables. It is necessary to adopt measures to seriously improve the state of affairs even this year.

I want to say a few words on utilization of resources of leather, sheepskin-fleece, fur and secondary raw materials.

Each year we supply to industry 45-47 million pieces of standard leather and sheepskin-fleece raw materials, but in a number of republics with available resources they are being used poorly and large losses are allowed to occur. Our duty is to increase our influence on farms and to adopt more effective measures for the full utilization of raw-material resources and improvement of their quality.

The inclusion in economic turnover of secondary material resources--waste paper, polymers and ferrous and nonferrous metal--merits special attention.

It is necessary to ensure a rise in the efficiency of operational fur-raising farms and to increase purchases of rabbit-raising products.

At the April Plenum of the CPSU Central Committee the question was quite sharply posed regarding acceleration of scientific and technical progress. This is the main strategic lever of intensification of the national economy and better utilization of the potential accumulated in the country. In Comrade M.S. Gorbachev's address to the conference at the CPSU Central Committee on questions of scientific and technical progress, concrete proposals were made on serious reorganization of management of the economy and maximum use of the achievements of science and technology in the national economy.

It should be said outright that we so far have moved feebly in this direction in our country. Cooperative operation is still far from getting on the track of specially intensive development.

In the past 4 years of this five-year plan, the fixed capital of cooperative trade has increased 29 percent, which greatly exceeds the growth rate of retail commodity turnover. As a result, yield on capital has dropped by almost 10 percent and profit per ruble of fixed capital has been reduced by more than 20 percent.

Our personnel have not gotten used to analyzing such indicators as the level of turnover per square meter of trade area, per place of public-dining enterprises, per trade employee, per hour of worktime. Otherwise there would not have been such facts as, for example, where more than 5,000 rubles were obtained last year from each square meter of trade area in Voronezh Oblast and only 3,600 rubles in neighboring Tambov Oblast.

At Kuybyshev Consumer Cooperative, every public dining enterprise with a kitchen produces products in the amount of 35,000 rubles per year, while at the Saratov cooperative only 22,000 rubles, or 1.5-fold less. Technological equipment is accordingly used differently at these consumer unions. The load per baking oven [zharochnyy shkaf] in Kuybyshev Oblast is 170 kilograms per day and in Saratov Oblast--half as much.

We rarely think of what the output of a counter worker is. What price do we pay for a plan of retail commodity turnover?

Why is it that in the Lithuanian Consumer Union, each million of retail commodity turnover is achieved with the efforts of 7 salespeople, while in the Ukrainian or in the Azerbaijan trade unions--with 12 workers?

In recent years, production capital in all these sectors of cooperative activity has aged and the coefficient of fixed-capital renewal has dropped. Replacement of equipment and reequipment of enterprises are being carried out slowly. Last year only 26 percent of productive capital investment was allocated for the modernization and reequipment of facilities. At each consumer union, concrete advances should be determined, taking into consideration the state of the material and technical base and real possibilities of rapid reequipment of enterprises.

It is necessary to significantly increase the accountability of personnel of cooperative organizations for proper use of equipment and active introduction of progressive technology of trade and production processes.

Many heads of consumer unions are quite familiar with the experience of cooperative workers of Estonia who were one of the first in the country to introduce progressive technology of commodity supply with the use of packing equipment.

The Cherkassy Oblast Consumer Union is conducting this work systematically. At the present time, 600 stores are equipped with ramps and many have special unloading devices installed. A single technology of freight delivery is being used here by wholesale bases, bakery plants, shops for the production of nonalcoholic drinks and as the final link--the retail trade network.

The experience of the Cherkassy and likewise of other consumer unions in the Ukraine relating to turning over of dispatching warehouses of wholesale basis to the control of motor transport enterprises deserves undoubted attention. At the same time, motor-transport enterprises are assuming the responsibility for timely delivery to retail trade enterprises of goods fully prepared for shipment. We assume that this experience will receive universal dissemination.

We need to basically understand and implement measures ensuring a significant increase in effectiveness of operation of scientific-research, design and technological organizations and our VUZ science.

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CONSUMER SECTOR POLICY AND ECONOMICS

UKSSR MINISTER OF CONSUMER SERVICES ON SECTOR PROGRESS

Moscow TRUD in Russian 15 Sep 85 p 2

[Article by V. Slinchenko, UkSSR minister of consumer services, Kiev: "The Services Seeks a Client"]

[Text] The receptionist invariably invites everyone who comes to the Kiev Rembyttekhnika plant to place or receive an order to the boiling samovar. Here one can buy various goods which are called "accessories": small parts for refrigerators, switches, brushes, polyethylene bags, etc. If the receptionist had been ordered to sell this a year ago, she most likely would have been indignant about the extra burden. Today the receptionist is directly interested in the revenues from these services and in their variety. For she receives 10 percent from the proceeds as an addition to her salary.

This is only one small example characterizing the economic experiment which was begun in the RSFSR, and is now entering the consumer service of the Ukraine. The gist of it lies in the fact that, due to an alteration of the system of indicators and of the economic incentive procedure, the consumer service workers have become interested in the quick and accurate fulfillment of every order. Some 20 percent of the branch's enterprises are participating in the experiment.

The seven months which have passed since the beginning of the economic experiment is a short period of time, but it is already enough for the first analysis, evaluations, lessons and conclusions. First of all, in all five of the republic's consumer service administrations where they started to operate in the new way, work has revived markedly. Here they have begun to conduct the search for efficient methods of management more boldly, and to utilize the right granted by the experiment of business-like collaboration with industry, trade and supply bodies more actively. The assortment of services is being expanded, the quality of their execution is being raised, time limits are being reduced, and new forms of service are being introduced. As a result, all the administrations which are participating in the experiment have successfully coped with the seven months plan.

The volumes of prompt repairs and, of the prompt fulfillment of orders, which clients demanded from us a long time ago, of the repair of custom-built articles, and of service at a residence or workplace have especially been expanded. In implementing the right, granted by the conditions of the experiment, of

independent determination of the branch structure of the plan, the enterprises foresee an accelerated development of repair services.

The growth of the number of those working on contractual bases is promoting an increase of the volumes of services, and also the creation of conveniences for customers. For example, about 100 persons with several posts (sovmestitel') are already working under contractual conditions in the Kiev Svitanok firm. Their labor is basically being utilized for rendering services to the population during evening hours and on holidays. And in all, we have more than 1,500 persons already working at several posts. The enlistment of persons with several posts in the Rembyttekhnika plants has made it possible to extend the time during which refrigerators in a home can be repaired to up to 2200 hours. The utilization of the labor of additionally taken-on pensioners, students and housewives for a part-time workday (and their number approximates 4,000) has made it possible to increase by one-fourth the volumes of services in the care of children and sick persons, and almost twofold in small emergency services in the home.

An important role in the course of the experiment is being assigned to an improvement of the quality of services and of servicing. For this purpose, the receipt of complaints and grievances on the quality of work has been made one of the leading indicators according to which the work of the labor collective is evaluated. A complaint has arrived--and the guilty person is deprived of the monthly bonus. Moreover, in this case the entire brigade where he works loses not less than 10 percent of the bonus. As a result, the number of grievances has been sharply reduced.

As is known, the conditions of the economic experiment envisage the attraction of industrial enterprises to manufacturing on a co-operative basis of semi-finished products and of complete sets of parts and components (zagotovka) needed for fulfilling the population's orders. In order to get them interested, such operations now are included by producer factories in the production volumes of consumer goods. Many industrial enterprises have treated this problem with understanding and have concluded suitable contracts with consumer services enterprises. Unfortunately, we have run into indifference and notorious departmentalism here. Not all of our proposals have the support of industrial enterprises. The Dnepropetrovsk Dneproshina association, Simferopol Santekhprom machine plant, and Kiev Zavod Arsenal production association have not accepted orders for the manufacture of spare parts, units and components. Meanwhile, as is known, the problem of supplying the population's needs should be solved through the efforts of all the ministries and departments regardless of their branch specialization.

Now consumer services enterprises have been given the right to purchase materials, spare parts, small components and small-scale equipment for fulfilling the population's orders in the trade network. Trading organizations often offer us goods which do not enjoy the buyer's demand, and not those which the service workers need. Moreover, materials which are extremely necessary to us for rendering

such services as the repair and building of housing, typewritten jobs, sound recording, furniture manufacturing and repair have not been included in the agreed upon list of goods.

There is still another factor. Customers have received approvingly the introduction of the sale of accessory goods in consumer service enterprises and the offering of additional services. However, the development of this undertaking is being restrained by the economic disinterest of consumer service enterprises. The problem lies in the fact that we purchase goods in trade at retail prices without the granting of a rebate, and the expenditures connected with their transportation, storage and sale are applied to the losses of the consumer service enterprises. It is apparent that the appropriate organs should examine this problem.

The successful development of the economic experiment in consumer services depends on the solution of a number of other problems which are beyond the competence of the UkSSR Ministry of Consumer Services. In the first place, this concerns the supply bodies. They should carry out more stringently the monitoring of the delivery of materials-technical resources to enterprises operating under the conditions of the economic experiment. But a number of suppliers are still not observing the contract conditions. Thus, Sredurallessnabsbyt [expansion unknown] and Komilessnabsbyt [expansion unknown] are shipping us sawn timber of coniferous varieties on a level of 30-35 percent in the current year. Arkhangelsklessnabsbyt [expansion unknown] and Irkutsklessnabsbyt [expansion unknown] are supplying sawn timber in the range of 48-50 percent.

The volume of services for repairing complex household appliances could be significantly higher if producer factories would supply spare parts evenly and in line with our orders. At present in Dnepropetrovsk Oblast alone more than 500 Riga washing machines and 100 Sibir machines have not been repaired due to a lack of spare parts and components. For example, for seven months one supplier factory had shipped a total of 2,500, or 23 percent, of 11,000 electric motors for household appliances.

The existing system of quarterly planning and of the sale of all kinds of resources is largely to blame for this. This often jeopardizes the normal servicing of the population, since the shipping of materials is usually conducted during the last days of the quarter. As a result, our enterprises are deprived of the opportunity to set up a smooth operation during the entire quarter. In our opinion, it is necessary to establish a monthly system for the planning and supplying of material resources.

Today our entire branch is preparing for the transition after 1 January 1986 to operations in the new manner. The overwhelming majority of the collectives, not waiting for official entry into the economic experiment, are actively engaged in increasing the volumes of services, improving the quality and standard of service, reducing time periods for fulfilling orders, and introducing new types and forms of service. In a word, they are introducing in earnest that which will become precominant in their work in the new conditions of management. Therefore, the effective solution will contribute to its becoming an effective instrument in the fundamental improvement of consumer services for the population.

FOOD PROCESSING AND DISTRIBUTION

FRUIT, VEGETABLE DEFICIT CAUSES CONCERN

Editorial Cites Weaknesses

Moscow PRAVDA in Russian 19 Oct 85 p 1

[Editorial: "To the Workers' Table"]

[Text] The harvest is being completed in the gardens and orchards. Fall is generous with vitamin-rich produce. Especially where the farmers and their partners attempt to get the fruits and vegetables to the consumer as soon as possible.

Workers of the agroindustrial complex fervently support decisions coming out of the October 1985 Plenum of the CPSU Central Committee, which consolidated the party's course of continued intensification of production. It is the task of the entire party and the entire nation to establish a reliable food base. The fruit and vegetable branch is an important part of the APK [agroindustrial complex]. The state is designating substantial funds for its development. The materials and equipment base of the farms is being strengthened. Vegetable farms and orchards are being provided with modern machinery. The capacity of storage facilities has increased substantially and the capacity of the canning plants has grown during the 5-year period. All of this has made it possible to increase average annual production of the vitamin-rich produce and improve the supply for the population.

The delivery of fruits and vegetables to the counters depends upon a smoothly and precisely functioning harvest conveyor. It frequently breaks down, however. Serious deficiencies have been revealed in Alma-Ata, Vinnitsa, Tashkent, Gorkiy and Novosibirsk oblasts, among others. It is sometimes difficult to buy a bunch of greens, potatoes, carrots or beets. Some farms regularly fail to fulfill tomato and cucumber procurement plans. There are disruptions in the trade in gourd crops and grapes. The rhythm of deliveries is broken and transport and other resources are poorly utilized due to dilatoriness and sluggishness on the part of certain workers in the branch.

Party and soviet organs keep a constant eye on the fruit and vegetable industry. Proper attention is not given to its development everywhere, however. A great deal will have to be done to raise the caliber of crop cultivation and to introduce intensive types of technology. The capabilities of the hectare, particularly the irrigated one, are not being fully utilized. The things which

produce a good harvest are well known. They are sometimes ignored, however. Farms in Moldavia are slow in adopting the industrial technology for raising tomatoes, for example. The kolkhoses and sovkholes of Armenia and Tajikistan make poor use of hothouses.

And does the produce always reach the consumer? Errors in organizing the harvest conveyor result in the loss of a considerable portion of the fruits and vegetables. The farmers, transport workers, procurers and trade workers frequently operate separately and hold departmental interests uppermost. There is no coordination among subdivisions of the Ministry of the Fruit and Vegetable Industry, the Ministry of Agriculture and Tsentrosoyuz, for example. They are late in concluding agreements for supplying produce and do not meet the delivery schedules. The transport workers let us down in a serious way at the height of the vegetable season, now failing to meet schedules for the delivery of rail cars, now allocating too few motor vehicles. The packing industry is one of the bottlenecks in the vegetable conveyor. Wooden crates are impractical and do not last long, but the Ministry of the Chemical Industry has delayed with the production of polymer containers under various pretexts.

Most of the canning plants are now operating at full capacity. A number of enterprises do not provide a smooth and regular supply of the raw materials, however. We cannot accept the fact that assignments for the production of canned goods are not fulfilled year after year. In addition, the assortment and quality bring complaints. Not enough green peas, canned fruits, quick-frozen fruits and vegetables are produced. At the same time, canned goods for which there is no demand are produced in some places. The vegetable-drying industry is inadequately developed. The storage base is in need of serious attention, particularly in Uzbekistan, Turkmenia and a number of oblasts in the Russian Federation. There are frequent breakdowns in the construction of storage facilities, however.

Trade is the end element in the fruit and vegetable conveyor. Consumers are served by thousands of specialized stores. Progressive service methods are being adopted more and more extensively. There are still few packaged products on the counters, however. Lines are frequent, and small-scale retail trade is poorly developed. Some stores are cramped and poorly equipped. Many enterprises of the USSR Ministry of Trade attempt to rid themselves of the inconvenience of selling fruits and vegetables. The service is sometimes poor. We must work more vigorously to convert to direct "field-to-store" contacts, which will cut produce losses considerably.

The comprehensive development of fruit and vegetable farming is closely linked to further mechanization. The level is still not high on the farms, in the orchards or at the storage facilities. There is a shortage of combines for harvesting cabbage, tomatoes and onions, for example. The machines produced by enterprises of the Ministry of Tractor and Agricultural Machine Building frequently do not meet the requirements of intensive technology. There is a great deal of manual labor in the industry. Procurers and processors are counting on receiving from the machine builders highly efficient equipment for the initial processing and grading of fruits and vegetables, for the production of canned goods and for loading and unloading the produce.

Management of the harvest conveyor is assigned primarily to the USSR Ministry of the Fruit and Vegetable Industry. Its workers are not demonstrating proper initiative or persistence in the comprehensive development of the branch, however. The agroindustrial associations exercise too little control. Many RAP0 [rayon agroindustrial associations] have reconciled themselves to a low return from the hectare of vegetables and are not taking effective steps to improve the procurement, storage and sale of the vitamin-rich produce. We need to intensify the adoption of economic accountability, the contract system and economic management methods in the branch.

The party organizations are expected to devote unweakened attention to problems of the fruit and vegetable complex. There should be greater accountability for negligence and mismanagement. The communists have an obligation to strive to establish order in all parts of the harvest complex. We must work resolutely to rid ourselves of old habits and stagnant thinking, which are retarding development of the branch. Everything which is raised must be harvested, preserved and delivered to the consumer. Local soviets, trade union and Komsomol organizations and people's controllers are devoting their efforts to this task.

As they prepare for the 27th CPSU Congress, the crop growers are attempting to achieve new heights in providing the population with fruits and vegetables. The words of the October Appeal of the CPSU Central Committee are addressed to them:

Workers in agriculture and throughout the agroindustrial complex! Persistently fulfill the Food Program and increase output in crop production and animal husbandry!

Officials Admit Problems

[Editorial Report] Moscow TRUD in Russian 5 October 1985 carries on page 2 a 400-word article by O. Kvyatovskiy entitled "The Line at the Vegetable Counter." The press item notes the absence of needed vegetables such as onions in the cities of Volgograd and Novosibirsk, and fresh lettuce in Gorkiy and Khabarovsk. The article states that in Tashkent and Alma-Ata, fresh tomatoes can be found only at the marketplace.

The author proceeds to describe the rough handling as well as poor crating of produce en route from the field to the fruit and vegetable depot for storage. He questions whether only inadequate transporting conditions account for the vegetable deficit. O. Virichev, chief of the Main Trade Administration for Fruit and Vegetable Production answers him by citing both bad weather and inefficient storage facilities as contributing factors. However, he comments that small-scale retail trade will be expanding to accommodate the consumers' needs.

Likewise, N. Seregin, chief of the Moscow Main Fruit and Vegetable Industry, mentions plans for expansion of the "trade network" and adds that "from 1 October five regional fruit and vegetable associations have been created which provide a direct connection between the depot and store." He points out that "next year 16 associations of this kind will be formed."

Apple Surplus Spoils

JPRS-UCC-86-001
8 January 1986

[Editorial Report] Moscow PRAVDA in Russian 21 October 1985 carries on page 7 a 250-word article by PRAVDA correspondent I. Tikhomirov entitled "Soft Apples", which substantiates the concerns expressed in the TRUD article. In the Ukrainian SSR, specifically Vinnitsa Oblast, tons of apples spoil because of poor storage and inefficient transport. Tikhomirov advocates getting the fruit from "orchard to store" in far less delivery time.

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CSO: 1827/43

FOOD PROCESSING AND DISTRIBUTION

EXPECTED PROFIT DECLINE FROM NON-ALCOHOLIC PRODUCTION

Moscow IZVESTIYA in Russian 17 Aug 85 p 2

[Article by R. Lynev: "What Will Replace It?" under the rubric "To Manage Rationally"]

[Text] How are we to be rid of "rotgut" [BORMOTUKHA, a cheap alcoholic drink made from berry residue and unrefined alcohol]? After a discussion of the matter at a collegium meeting of the USSR Ministry of the Fruit and Vegetable Industry, the questions remain. Resolving them demands energetic action and mobilization of reserves.

The struggle against drunkenness and alcoholism is in full swing in the country. A notable place in it has been given to the workers of the food industry, the fruit and vegetable organization. Starting from this, one month ago the collegium of the USSR Ministry of the Fruit and Vegetable Industry set up a number of measures to stop the manufacture of products which were not a part of the branch's profile--cheap, low-quality wines. These measures are slated to be accomplished before the beginning of 1987. This means that 235 enterprises which produce 14 million decaliters of these harmful yet profitable wines must change over to the production of different products from apples, berries, and grapes.

How is this instruction being carried out?

We decided to find out by inspecting two oblasts--Kursk and Lipetsk. And at the regular collegium we invited leaders of two of these oblasts' fruit and vegetable associations to present their records: V. S. Aseyev from Kursk Oblast, and I. S. Zemin from Lipetsk Oblast.

Both oblasts are cultivated, producers of apples. And the harvests here in recent years have been increasingly bountiful. This year in Kursk they expect to harvest 70,000 tons of apples, and their neighbors in Lipetsk--80,000 tons. More than half of the harvest will be going to other oblasts. The rest will be sold locally or be processed. And what will it be made into?--that is the main question. Until now it was easily solved: the Kurskians would sell part of the apples to the food industry, and the rest would be canned or made into "fruit-profit" wine. The people call this "bormotukha [fruit rotgut].

Starting this year the apples will no longer be made into wine, V. S. Aseyev reported to the collegium. It will be the same in Lipetsk Oblast, where the wine production capacity will be quickly redirected for the production of juices, compotes, jellies, and jams. And yet, reported I. S. Zemin, in Lipetsk we have started to make a powdered apple extract. It is suitable for vitamin milk and can be used by confectioners.

Is it all this simple? Recently we talked with the deputy chief of the Main Directorate for Canned Goods, A. V. Gushchin, who is a vintner by education and by job.

"It is good to be done with "rotgut," he said. "Any vintner would agree with me. Enough of harming people."

"But what is in exchange?"

Aleksandr Vladimirovich spread before me a whole list of measures from the ministry--technical, organizational, managerial. In a word, a whole program to phase out "rotgut," to refit wine shops and plants to produce non-alcoholic products, to deliver and set up for these purposes new separators, boilers, driers, sterilizers, and other equipment costing 70 million rubles.

There immediately arose the question: will these measures solve the problem completely. Low-quality wine, as V. F. Nesterkin, the Chief of the Main Directorate for Canned Goods, informed us, has given this branch 700 million rubles in profit, and the measures are anticipated to compensate for only a part of it--in all 300 million rubles.

And what about the sale of the rest of the production? What will be used to compensate for the decrease in receipts? Thus in the Kursk Oblast already this year they expect difficulties in realizing income from about 10,000 tons of apples. And there is alarm in the voice of V. S. Aseyev: what will our income be now? What about bonuses? What about the plan for growth of productivity? What about the goods "for communal use"(!)?

That is, the question is this: what will replace "rotgut"? This is not a question that can go without an answer. It is quite clear to everyone that there will be no retreat from the nationwide struggle with drunkenness. This means that there will be no return to the "fruit-profit poison." The branch and its personnel will have to find a solution, after mobilizing all available reserves. To an even greater extent this pertains to the USSR and RSFSR ministries of the Food Industry.

Before the collegium I reread I. Bunin's "Antonov's Apples," a famous tale about places near to Kursk and Lipetsk, central Russian places. There is a great deal of poetry in it, but about the economics, the technology of apples there are only a few words. And there is not a single word about wine made from apples. Could it be that merchants in those times did not seek profits but tried to fill the market with fresh fruit and not its surrogate?

Or let's take an example which is closer, from our time, from the practice of those traders--actually resellers--of fruit whom we like so little. They haul the fruits of their bountiful gardens, everywhere and not just for the fun of it. They take them beyond the Urals, to the North, beyond the Arctic Circle. And what are they selling? "Rotgut"? No! They are selling fresh fruit! They are able to preserve it until spring. There's where the real deficit is! There is where the profit is! And it was no surprise that when V. S. Aseyev complained that there is no place to put the thousands of tons of apples, the chairman of the collegium, Minister N. T. Kozlov, could not hold back any longer.

"What surplus of apples are you talking about? If they are of excellent quality then why don't we see them? Even in Moscow at the warehouses and in stores there is very little. The tens of thousands of tons about which you are talking could be filling the ramparts, overflowing the storehouses, but sell them to the people? No way!"

You can't state it more clearly. And also the role of "rotgut" becomes clearer as the surrogate that created a mirage not only in the consciousness of its fans, but also in economy. It was very profitable to the producer, and he is the producer; he called the shots.

And now, when many are bothered by the question, "What will take the place of "rotgut"?", one can answer: it itself has usurped normal economic life. This life is what must be reestablished. And this is taking place, although with some difficulty.

"Well why is it," the deputy minister of the RSFSR Ministry of the Fruit and Vegetable Industry M. A. Chaplin was outraged at the meeting, "that according to calculations, we were drinking two or three liters of juice per year, that is by an order of magnitude less than all norms? Where can you get juice? It is not used in child care centers, day nurseries, and schools. In the cinemas, the theater, in the subway, on the street, it is very rare. Even in Moscow, in the capital. You can buy it in the stores if you want, but only in three-liter cans.

And who needs it? When it's hot there is a long line for kvass. A flood of kvass. And right next door is a food store. They have unsold containers of juice left over from last year.

In his report to the collegium, Aseyev presented an example which is from this same so-called "opera": in Kursk out of 35 stores which deal in juice, they wash the glasses in only fifteen. Certainly there are glasses in the other twenty places, and the problem of tens of thousands of tons of "surplus" apples is not going away. But the glasses, the small package--these are only common examples of the multitude of methods of sale, common-sense, profitable ones. We need to think up other ones, seek them out, pay attention to inquiries and orders. Today the market is ready to accept for sale about 300,000 extra tons of dry fruits, but the fruit and vegetable industry can provide only one and one-half thousand tons. The market asks for delivery above the plan of 1,200 million more standard cans of compote, and there are only 53 million ready to be provided. There are 200 million standard

cans of jam needed, and only 58 million offered. The demand for jellies is 310 million cans, and none are offered.

Yet even these market demands for standard cans are contingent on other things. The same old "rotgut" spared us from a careful study of what produces a demand.

But enough. We've finished with "rotgut." What is ahead? In talks with workers of the ministry on this theme I heard many references to experience abroad.

Hearing them, I found out a little about how in the developed countries they are storing, freezing, sorting fruit, how they are mechanizing the process of delivery and transportation. It is interesting, very interesting. But how nevertheless is it to be with the fruit sector here? Formerly it has been necessary to import strawberries from Bulgaria, apples from Hungary, plum compote from Finland.

"But why are you going on about this?" they reasoned with me. And they noted that a number of steps have been decreed.

It is true. They talked about part of the measures at the collegium meeting: according to the CEMA protocol it is set up that we will receive entire complexes for the processing, freezing, and storage--for the highest class. These complexes will soon begin to be built. When? According to calculations from the leadership of the Ministries of the Fruit and Vegetable Industry of the RSFSR, Ukraine, Kazakhstan, and Belorussia, it came out that the matter is still in the preplanning, precontract stage.

It is clear that they are in no big hurry to restructure the branch. The steps they have taken are important, but they are only the first ones. They have outlines measures. Restructuring the economics, the technology, the style, the thinking--all this is still ahead.

Time for this restructuring, the actual restructuring of the branch, is short. Hence the increased responsibility of the ministry, the associations, and the enterprises to use the considerable financial and material resources that have been allotted as well as, in particular new, complex equipment; and there must be broader reliance on help from the local councils of people's deputies, from collectives at machine building enterprises, and from planning and design institutes.

And finally, if you wish, you can consider this requirement as too small on the branch scale. If you wish, it is too small for a collegium meeting. But I will still relate it. On the day when they discussed the matter of phasing out "rotgut" there was a fruit and vegetable order given to the colleagues of the ministry. In it there were the gifts of the plantations and the gardens of the country far and near. But from the Kursk and Lipetsk Oblasts there was nothing.

The matter, we agree, is not on a massive scale. But you will agree that there is something to talk about concerning unrealized capabilities. And this is the very problem--to escape from the low quality wines which nobody needs can be done only under those conditions which will be businesslike, operative, seriously exploiting all our capabilities.

There is no other way.

FOOD PROCESSING AND DISTRIBUTION

MILK PROCESSING, HANDLING CENSURED

Officials Discuss Problems

Moscow NEDELYA in Russian No 39, 23-29 Sep 85 p 6

[Article by I. Korchagina and V. Starchevskiy under the rubric "We Return to What Has Been Published. We Again Ask the Question": "Why Has the Milk Gone Sour? Two Views of Two Departments on a Single Problem"; for earlier report on this subject see JPRS USSR REPORT: CONSUMER GOODS AND DOMESTIC TRADE, No JPRS-UCG-85-004, 15 February 1985, pp 43-47]

[Text] NEDELYA asked this question in the fall of last year -- the issue is the quality of milk and its packaging. What has changed in this time? Yu. S. Shilnikov, chief of the Administration of the Milk Industry of the USSR's Minmyasomolprom /Ministry of the Meat and Dairy Industry/ replies to our correspondent on this matter.

"There have been considerable achievements," he said, "but it is mainly the Muscovites who have seen changes. The inconvenient and impractical tetrahedrons have definitely vanished from the shelves of Moscow shops. The reequipping of Moscow dairy plants will be completed this year, and Moscow can say a final farewell to the three-cornered containers."

"But other cities will still have them?"

"Yes. However, there will gradually be fewer of them: in the next few years we plan to put out 700,000 tons of products in this container. As a comparison, I can tell you that today there are about two million tons of them. The changeover will expand the output of milk in plastic containers. Plastic containers are the most convenient."

"Convenient? But you can't set them down or close them. It is a matter of immediately pouring a liter container into a saucepan or drinking it."

"Don't jump to conclusions. In the Baltic they have easily overcome this difficulty: they are producing plastic jugs with a spout -- especially for the

one-liter milk carton. Put it in the jug, and pour as needed. Plastic is therefore much more convenient than a bottle. The container is light, does not have to be returned, and does not require special packing or shipping. Plastic is a relatively cheap material, and can be recycled. Wood products do not have to be used to produce it, as is the case with the paper carton. The latter, moreover, has to be covered with plastic for strength, and coated with wax -- here you have a double expenditure. In brief, all the evidence is on the side of plastic. There is just one, but a very substantial, "but": the Kiev Ukrplastik firm has not managed to produce a high-quality domestic plastic. Twice as much milk leaks from the Kiev containers as from imported ones. We are impatiently waiting for the chemists to come up with a means of improving the ingredients in the plastic. We will then be able to increase both the output of this convenient packaging, and to put into full operation the machines that bottle milk in plastic containers."

"But what about the quality of the milk? Is there any improvement here? Our readers believe that we have to ask you this question again: why has the milk gone sour? And they expect a reply concerning measures taken by you and by Minselkhoz /Ministry of Agriculture/."

"Speaking honestly, I would have preferred that you had not asked that question. Unfortunately, there has been little change in the quality of the milk. As they say, it leaves much to be desired. We are afraid that if quality requirements are not improved soon, the mass introduction of progressive methods of processing milk, which have already started to be implemented, will be put off for a long time. Just take the system of central delivery -- milk from a farm is not delivered to the dairy by the farm itself, but special milk trucks pick it up on a strict schedule. This saves time, gasoline, trucks and the work force. Just one thing is needed for success, so that the milk does not sour -- it must be refrigerated. If just one farm supplies poor-quality unrefrigerated milk, it could spoil a whole tank..."

"Refrigeration is still a problem? I recall that when we spoke last year you cited the figure that over 50 percent of the milk delivered to dairies from farms is refrigerated. How did this change in the year?"

"Basically not at all; 50 percent is the average figure. In individual oblasts the picture is worse. Take Voronezh Oblast, for example: out of 628 farms, only 40 deliver their milk refrigerated. However, a special refrigeration program has already been worked out there. They estimate that by 1990 not a single farm will be without refrigerators. And in Estonia 94.4 percent of the milk is delivered today in refrigerated form. Facilities are lacking only at farms located right by dairy plants -- they have no need for them. So one can put things in order! We think it would be a good idea to provide an incentive to the farms that are careful in handling the products delivered. And I consider grading to be the best kind of incentive. Top-grade milk ought to be refrigerated, and if not, it should be reclassified as second grade, and its price reduced accordingly. Today, any kind of milk, no matter how it is delivered to you, is considered a top-grade product, and refrigeration simply

receives a premium payment. Obviously this should be made a requirement in the GOST /All-Union State Standard/. VNIKTikhodprom, which belongs to the Ministry of the Meat and Dairy Industry, could assume the responsibility for the mass adoption of a system of refrigerating milk at farms, but the Ministry of Agriculture, which has, as you know, its own scientific institutes, has not yet accepted our proposal. They believe that they can successfully solve all these problems themselves.

There are other problems also that we have not been able to agree on with the Ministry of Agriculture, for example, the methods of determining the grade and acidity of milk. We believe that the All-Union State Standard on quality must be amended in the direction of strictness -- the standards must be raised. But our ministry has been unable to reach agreement with the Ministry of Agriculture on this matter. And as a result, the deadline for introducing new standards has been postponed. Originally, the amendments to the All-Union State Standards were to have been worked out in 1985 and put into force in 1986. Completion of the final process has now been postponed to 1987, and the new state standards will not take effect until 1988. But who can guarantee that even these deadlines will be the final ones? The Ministry of Agriculture has not agreed to amend the All-Union State Standard, and without that Gosstandart /State Committee for Standards/ cannot improve it, although, as we have noted, this is a requirement dictated by life."

"So, the Ministry of the Meat and Milk Industry believes that the reasons why milk is sour must be sought in the Ministry of Agriculture. But what is being done to improve the quality of the raw material being delivered to the dairy plants? We have discussed this point with V. I. Mosiyko, deputy chief of the Main Administration of Animal Husbandry of the USSR's Ministry of Agriculture.

"Naturally, we should begin," said Vasilii Ivanovich, "where Yu. S. Shilnikov ended his interview: namely that our ministry has allegedly not been paying enough attention to improving milk quality. It should be remembered that 81 percent of the milk we deliver to the dairies is top grade. In comparison, in 1975 the dairy industry received only 40 percent of top-grade milk. It seems to me that there has been an obvious increase in quality. Moreover, our sister ministry is very strict (as it should be) in monitoring all six parameters that determine the grade of milk. We also understand perfectly that work on milk quality must go on continually, and that 81 percent is far from the limit. Specifically, what is being done? Farms are adopting up-to-date technology and equipment, manual labor has been virtually eliminated from the milking process, sanitary standards at farms have been improved, the feed base has been improved, etc."

"The industry insists that one of the indicators of grade should be the refrigeration of milk. Judging from everything, it appears that you do not agree?"

"What does refrigeration do for milk? It is a means of maintaining quality, but it is not in itself a criterion of quality. If at the time the raw material is delivered all parameters say the milk is top grade, this will be true

not only at 10 degrees, but also at 12 and 15 degrees. It is something else that by refrigerating it we give the dairy plant an additional advantage in time: the acidity remains level for a longer time, and souring is prevented. And this is essential if the dairy cannot process the raw milk at once. To set you straight: we are going full tilt to refrigerate milk at the farms, we are working on this nonstop. There is a premium payment for this milk. And that's what it is, a premium. But to make temperature on delivery the main thing would be to put into the background the efforts of kolkhoz and sovkhoz workers to which we owe the present high quality. When they talk about temperature, our colleagues are referring to temperature below 10 degrees. That could give the impression that the remaining 50 percent that we deliver is not strictly fresh. But that is not so. There are refrigerating facilities in operation at the overwhelming majority of farms, but the capacity of most of them unfortunately does not allow them to achieve a temperature below 10 degrees. This is our misfortune, not our fault. We have been trying to get industry to produce more of such high-capacity units as the MKT-14 and MKT-20. But so far only one-third of our orders have been filled."

"To put it frankly, it seems to us that putting a refrigeration criterion in the state standards will force you to take more vigorous steps. And also, if there is a problem with refrigerators, why does your ministry refuse to use the services of VNIKTikhodprom /expansion unknown/? Isn't this a matter of departmental jealousies?"

"That institute does not produce refrigerators. It deals with the methodology and technology of using them. This is the same thing that our specialists deal with. A number of studies are carried out jointly. And if we see something new and useful in the proposals of VNIKTikhodprom, we immediately put it into practice."

"Let's go back to the question: 'Why has the milk gone sour?' As I understand it, you believe that this is usually a failure of the dairy rather than of the solkhoz and sovkhoz workers..."

"That's right. Top grade milk (and even second grade) cannot sour if the dairy is operating without breakdowns or technological violations, and if there are no hitches in transporting the product."

"While we are talking about transportation, what is your evaluation of the central transportation system mentioned by Yu. S. Shilnikov?"

"With centralized transportation the driver who collects the milk from the farms has virtually no responsibility for its quality, or for the shape in which it is delivered to the dairy. But milk quality is determined precisely at the end point of his route. What guarantee is there that he will not shake it up en route, or that in bad weather the truck will not get stuck on the way? We are therefore for having the milk accepted at the production site, i.e., at the farms, and then having it delivered centrally to the dairy."

"In your view what role is played by state standards in improving milk quality?"

"The All-Union State Standard now in effect was introduced in 1970. I recall that kolkhozes and sovkhoses accepted it then with reservation. Time has shown that the strict quality criteria imposed by the standard have played a large incentive role. Work is now going on for an integrated program of standardization (our ministry has the leading role in this work). The program includes the development of new All-Union State Standards and OST /All-Union Standards/, TU /Technical Specifications/ for milk of different specialization, so to speak, for the whole and for infant feeding, the manufacture of cheese, etc. A total of 42 normative documents must be adopted. Eighteen of them are already in effect. In what way are we not in agreement with the Ministry of the Meat and Dairy Industry? I think that a great deal in our disagreements is comprehensible only to specialists, and not to the general reader."

"For example."

"For example, milk quality is presently defined by six indicators. The methodology of checking each of them has been confirmed by many years of practice which has been developed and supported by the necessary equipment (all of which, incidentally, meet international standards). The Ministry of the Meat and Dairy Industry is insisting on introducing eight more monitoring parameters. We consider this highly unjustified."

"Then when will the new state standards be adopted?"

"We have an objective arbitrator -- Gosstandart. It is for them to decide when the new state standard will be adopted. We, no less than our colleagues, are interested in the shops always having top-quality milk that has not soured."

Editorial Response

Moscow NEDEL'YA No 39, 23-29 Sep 85 p 6

[Article by the Economics Department of NEDEL'YA]

Yes, dear readers, when we put a carton of milk in our shopping bag we have no idea of the passions that have inflamed the two ministries over its contents. It is not for us to know what secrets known only to specialists are concealed in the fight over state standards. And we don't even want to know it -- what's true is true. But neither do we as consumers want sour milk. We have noticed, of course, that in the dialogue of specialists of the Ministries of the Meat and Dairy Industry and of Agriculture neither side has taken any of the blame on itself -- or at most a very small part of it. Doesn't the "secret" of the sour milk lie in the fact that in defending their own position, each of them stays on its own turf? But they are both in the same overall situation, and results can be expected only if they are reached jointly and without regard for departmental prestige. Isn't it time at last

for these responsible comrades to negotiate in earnest? And time for Gosstandart, which is the arbitrator in this old quarrel, to show some firmness. As we see it, until then, neither the Ministry of the Meat and Dairy Industry nor the Ministry of Agriculture will be able to answer our question: when will be able to buy milk without worrying that it has gone sour?

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FOOD PROCESSING AND DISTRIBUTION

LATVIAN KOLKHOZ OPENS STORE, CAFE IN RIGA

Moscow IZVESTIYA in Russian 24 Sep 85 p 2

[Article by Ye. Vostrukhov: "Kristap Greet its Customers: Latvian collective farms open in Riga their own fruit and vegetable stores and popular cafes," published under the rubric Attention: Experience!]

[Text] In Old Riga this street, very likely, enjoys the greatest popularity. Yauniela is a narrow cobblestone street running in a semi-arc between the famous Domskey Cathedral and Peter's Palace. Nowadays it attracts not only tourists. Former apartment buildings house cafes which are popular among the people of Riga: "Put, Veyini" ("Blow, Little Wind") and the homey, cozy "Thirteen Chairs." The latter can accommodate exactly the same number of patrons. There are always many people anxious to be with friends in these cafes, on the ancient street where once upon a time Peter the Great strolled. And not long ago yet another cafe opened here--"Kristap's Place."

It stands out from its older fellows not only because it is located in a building which is a monument to architecture of all-union significance. "Kristap's Place" has a different proprietor--not the republic Ministry of Trade--but three collective farms. Two belong to the Ministry of Agriculture, and one to the Fishery Ministry. Their emblems decorate the vestibule of this unusual public dining establishment. Edgar Kaulinysh, Hero of Socialist Labor and permanent chairman of the "Lachplesis" collective farm, nurtured the idea of its creation for many years. Besides animal husbandry, this farm deals in raising potatoes and green vegetables and has a large shop for processing fruits and berries. The problem of disposing of the gifts of the land bothered Chairman Kaulinysh for a long time: how to deliver them to the city dwellers with the fewest losses and in the best shape? The farm always fulfilled plans for selling its produce; but it reached the consumers "by the steps," through state procurement centers and storehouses. And Kaulinysh, when in Riga's stores, would look with a pain in his heart at beat-up potato tubers, withered tomatoes and spring onions, and torn and dirty heads of cabbage.

After such sorrowful observations, Edgar decided to try to open his own collective farm store in Riga. Kaulinysh set off for the city soviet executive committee and requested permission for the collective farm to rent any vacant

basement on any street. The management of "Lachplexis" promised to restore it with its own resources, equip it with all the essentials and to staff it. There was no question about what to sell. With its own transportation it could deliver fresh vegetables, berries, fruits, juices and various canned goods every morning from its processing shop to the shelf.

The deputies supported Kaulinysh's proposition. They rented the abandoned basement of an apartment building on lively Suvorov Street in the Kirov District to the collective farm. A brigade of skilled craftsmen and construction workers soon appeared on the scene. To begin with, they cleansed the basement premises of centuries-old rubbish and trash. Then, in exact agreement with the project, they equipped the basement with everything required for a store.

Arvid Yanovich Grislis, the director of the store, showed me his business with obvious pleasure. "Not long ago we completed the reconstruction work, and it became more convenient to do business. Now, during fall, the preparation of produce for winter is going at top speed. Spacious, modern storage facilities enable us to prepare produce for storage. What do we stock? Look for yourself. Honey packed in cans (almost 40 tons), canned vegetables (appetizing little cucumbers, tomatoes and sorrel), mushrooms, peas, kidney beans, juices, jams and stewed fruits. And everything is stored away thoughtfully in excellent packing--boxes, crates and bags. Well, as for fresh vegetables and fruits, they are not stocked for long storage: they are delivered daily to the city from the collective farm, just like potatoes. And each delivery--apple next to apple, cucumber next to cucumber--is spread out right here on the shelf."

What all does "Lachplexis" offer its customers! An entire bouquet of vitamin output--everything in which its orchards and gardens are rich. And in the most attractive form--just like straight from the garden. "And that's the way it is," says Grislis. "These very apples and tomatoes were picked this morning. Already by lunch time they've reached our shelf."

The store sells not only collective farm produce, but also the harvest surplus from the private plots of the collective farms themselves. They need only communicate their desire to a dispatcher, and a truck secured behind the store arrives at their home at a day and time designated by the owners of the garden or orchard. Within a few minutes the harvest is weighed and loaded. And it's not necessary to drag oneself off to a faraway city, to waste time at a market. And the money due to the owner will soon be paid through the collective farm cashier.

For its services, the store takes a small trade margin. And it sells its product at commission prices, and without fail by 10 to 15 percent less than the percentages prevailing at the collective farm market. This condition is honored at any time of year; but the prices in the store do change, depending on demand and the market prices for one or another product. "Sometimes even several times a day," stressed Grislis. "True, we do this with the permission of the collective farm management. But we don't require much time for discussions. But then we don't have stock which lies around. Nor is it necessary to write off or throw away anything...."

This store enjoys a good reputation and great popularity among the people of Riga. They even come here from the city outskirts for produce. The store's yearly turnover has already reached four million, and its profit--over 330,000 rubles. I emphasize that the labor productivity of personnel here (26 persons in all) is 1 and 1/2 to 2 times greater than in the average state store. Other Latvian collective farms have also opened their own stores in the republic capital, based on the examples of "Lachplesis."

The untiring Edgar Kaulinysh gave birth to yet another idea for bringing output to the city market. If the undertaking with the store has fully demonstrated its value, then why not attempt to open a collective farm cafeteria in Riga? Since olden days Latvians have been known for their national cuisine. But nowadays where in the city can you taste indigenous folk dishes, in what cafeteria and in what restaurant? Although the food here is abundant, often it is standardized cuisine as alike as two peas.

Kaulinysh shared his thoughts with old friends, Konstantin Khvostovoy, the chairman of the "Marupe" collective farm, and Mikelis Lisment, the chairman of the "Banga" fishery collective farm. Both supported Kaulinysh's idea. Thus arose an original cooperative for constructing a collective farm cafeteria in the city. They agreed that the lone client would be "Lachplesis," and that all expenses would be divided equally among the partners. "The Riga city soviet executive committee approved the 'Plan of the Three.'" Mechislav Dubra, the then-chairman offered to rent the collective farmers part of a house with basements in Old Riga. Thus, with the blessing of the city soviet executive committee, the restoration and construction work began on Yauniela.

To his great regret, Edgar Kaulinysh himself did not have occasion to see his plan realized. But his successor, Zhanis Kholstein, did not spare any effort to bring the business begun by Kaulinysh to its culmination.

"Old Riga dictated to us conditions for registering the premises," relates the cafe director, E. Kocheva. "Therefore, it became necessary to carefully think out everything, from the name to the furniture and dishes. Old Kristap, the hero of folk legends, protector of all sailors on the Daugavpils--his name is connected with the construction of the first buildings in Riga. Our tapestries tell stories about the very oldest buildings in the city. And stained glass panels illustrate the subjects of folk songs."

You can't call what the three collective farmers managed to complete your normal cafeteria. Three magnificent halls with 150 seating places in all, over a thousand square meters of productive premises--excellently equipped shops, a meat shop, a vegetable shop, a culinary shop, refrigerators and storehouses. True, officially "Kristap's Place" is not a cafeteria, not even a restaurant, but something original: an inter-farm profit-making, public dining facility. Its operations are regulated by law. And it, in turn, was developed in accordance with the statute on inter-farm establishments for processing farm produce, which was confirmed by the Latvian Ministry of Agriculture. Its working principle is total self-repayment and profit and loss accounting. Here every ruble truly is carefully accounted for: both that which "rests" in the cost price of dishes, and that which goes for the
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salary of each worker. The overall turnaround per year is 766,000 rubles. A council made up of the chairmen of the three collective farms-shareholders manages the undertaking. All profit is divided equally among the farms.

The following lines are in the regulations of "Kristap": "The enterprise deals in culinary processing of collective farm produce and fish, which are delivered by way of state procurement organs, according to the principle 'from the field to the consumer.'" In the summer "Kristap" receives fresh vegetables, potatoes, cabbage and other produce from the fields of "Lachplēsis"; and in the winter months, from the hot houses of the "Marupe" collective farm, which has a large hot house combine. "Banga" delivers fresh fish. Well, and those products which the farms do not possess are bought through farm agreements. The republic Ministry of Trade apportioned the allotments for them to "Kristap." "Kristap" sometimes buys certain products in the collective farms stores also.

Judging by its menu, "Kristap" cannot complain about its supplies. But still I asked Chairman Kolshtein the following question: "How much produce can your farm deliver to an enterprise?" He answered: "In principle, as much as it wants. But, for the time being, it is necessary to deliver only above-plan produce. That which we sell in Old Riga is not counted against us in the purchase plan. I suppose that here there is a question for discussion. You know, from direct connections there is direct benefit for all: both for us, the producers, and for the Government and the consumers."

The fishery "Banga" is also experiencing precisely such difficulties: you sell "Kristap" an extra kilogram of fish, and any minute now you expect unpleasantities and the outcry "You are squandering catches...." But, when this fish spoils during the long trip to the consumers through the multi-stage system of state procurement centers and storehouses, then that apparently is considered in the order of things. At least it's customary.... And yet the public dining facilities have allotments in full for these products. Why then must "Kristap" receive them through a third or even fourth party?

"Profit through profit. But we think not only about that," continues Zh. Kolshtein. "The task of our enterprise is the universal popularization of national dishes. People come to us not for a 'drink,' but to taste folk cuisine. We receive about a thousand customers daily."

The rooms of "Kristap" are not empty, not by day, nor in the evening. Only here can one taste homestyle peasant sausages, hunter's gamebird soup and appetizing elk meat croquets. Add to this a cozy atmosphere, good-natured waiters, administrators and doormen, and it becomes apparent why the ancient building on Yauniela enjoys ever-growing popularity in Riga.

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FOOD PROCESSING AND DISTRIBUTION

PUBLIC CATERING SERVICES IN RESORT CITY CRITICIZED

Moscow SOTSIALISTICHESKAYA INDUSTRIYA in Russian 25 Sep 85 p 4

[Article by V. Baybik, staff correspondent, Sochi: "Resort City Concerns"]

[Text] This year a new feature is being added to Sochi's inimitable character. There have arisen along the streets and boulevards and in the railroad station squares and parks pretty little islands, brightly decorated with awnings over counters where they sell cold drinks, juices and ice cream.

"In comparison with last year," said A. Khripko, the Sochi city executive committee trade directorate chief, "we have tripled juice sales."

Gratifyingly, on the other hand, since June alcohol sales have been cut 76 percent. All resort city bars and cafes have become alcohol-free.

The largest branch of industry in Sochi is retail sales and food service, employing 25,000 people. This year, this branch's material and technical base made a quantum leap. The number of seats rose to nearly 4,000. The basis of this is the construction of stands which can be easily set up. In a short period of time more than 40 sausages, blintze and resort goods stands appeared in addition to those which already existed in Sochi. Non-store sales were widespread.

"The buyer comes to the sea and we follow him along the path," N. Uskov, director of the Adler Manufactured Goods Trade Organization, humorously characterized the essence of the new form of sales.

In Adler, for example, there is a large department store with interesting services. However, the Manufactured Goods Trade Organization established fairs and set up 25 pavilions on the square and in two weeks sold 200,000 rubles worth of goods.

There are many service industry people with initiative. I heard about one sensible bartender, when his alcohol source was cut off, found out the routes being used by hiking groups and excursions and began arriving at the scheduled stops before the hikers got there. By the time they arrived, he would have tea, coffee, pirogi and sweets ready. Clearly, he has no problems fulfilling his plan and the vacationers are grateful to him.

"At the rayon party committee meeting," said Ye. Malyut, Adler Rayon Party Committee Secretary, "we assembled store and pastry shop workers and

bartenders. We listened to them and told them: We will help, if only we are asked. Think about what to do."

As a result of the short reflection, beautiful tents appeared on the Adler streets and summer cafes appeared on the pavement and beach. The dining and restaurant trust significantly increased the output of house products. While not long ago, for example, the restaurant "Strela" at the Adler train station offered spirits to customers from early morning, now they no longer sell these products. In its place they sell juices, ice cream and cocktails at any time. They sell outside the restaurant, too. A cafe under umbrellas has opened with buffet tables set up and product displays are organized. Five hundred thousand more of just one kind of pirozhki were baked than last year. The "Strela" collective successfully accomplished their 7-month task and their social obligation.

There are not enough bakers and salespeople. About 4,000 students from special schools were invited from other cities for the summer. Eight hundred intermediate school students were encouraged to work during summer vacation as ice cream and juice sellers. Retirees were asked to help. All of this can only be welcomed, but in order to solve the basic problem, along with seasonal workers, it is necessary to think more about full-time workers. Meanwhile, no living quarters for sales workers are being constructed in any area in Sochi. There are no kindergartens, nurseries or dormitories. Under such conditions it is difficult to speak of strengthening cadres.

There are also other serious problems.

When dealing with the development of the food service industry, one would do well to look also at the role of the industrial enterprises in solving this problem. Unfortunately, not all interests in these branches coincide. Even now the packaging of many products is not convenient for resort visitors. It is one thing to sell, let's say, milk products for a family, but quite another for one person's breakfast and no distinction is being made. And the result is unconsumed bottles of yogurt and containers of cottage cheese, all of which is thrown out. Due to the fact that supervisors of the enterprises producing these products approach the problem in a stereotypical manner, a huge amount of excellent product is lost.

The problem of industrially prepared foods and high quality products is yet to be solved. The Meat Kombinat, for example, has not been able to handle this task and; therefore, the restaurant trust is forced to solve the problem on its own, in a rather primitive manner.

Sharp contrasts are observed at the present in the food service industry: against the background of the multicolored street stands providing service with initiative and courtesy, are the wretched buffets in the "Primorskaya" Hotel, for example, where it is impossible to get either yogurt or tea but it is possible to unceremoniously run up against the rudeness of the servers.

Such "trifles" must not overshadow the attractiveness of Sochi to which workers from all over the country come to rest.

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